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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

(6)

Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.Preliminary Report on Departmental Store Sales, February, 1938.

Sales of department stores in Canada averaged 1.7 per cent lower in February this year than last according to preliminary compilations of monthly sales figures submitted by all the larger departmental firms. The preliminary unadjusted index, on the base--average monthly sales for 1930 equals 100, stands at 57.6 for February, 1938, compared with 56.6 for January, 1938, and 58.6 for February, 1937. The gain for February, compared with January, 1938, was less than seasonal, the index adjusted for business days and normal seasonal variations declining 2.2 per cent.

Index of the Dollar Value of Department Store Sales,
1930=100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.6	71.3	78.2	78.5
February	57.8	58.6	57.6	73.0	78.1	76.8
March	62.5	70.8		72.0	72.7	
April	72.1	77.6		69.8	80.3	
May	74.7	79.9		73.8	79.2	
June	73.4	80.5		70.6	77.5	
July	57.7	62.6		74.7	80.1	
August	62.8	64.8		76.6	80.3	
September	78.8	80.9		77.8	79.6	
October	94.7	94.0		77.2	79.5	
November	85.0	91.9		76.6	79.9	
December	126.8	133.6		78.6	83.4	



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63-002

Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.Preliminary Report on Departmental Store Sales, March, 1938.

Sales of department stores in Canada averaged 6.6 per cent lower in March this year than last according to preliminary compilations of monthly sales figures submitted by all the larger departmental firms. The preliminary unadjusted index, on the base average monthly sales for 1930 equals 100, stands at 66.1 for March, 1938, compared with 57.8 for February, 1938, and 70.8 for March, 1937. The decline below March last year reflects in part the fact that Easter is three weeks later this year than last. On making allowance for differences in the number of business days and on making a somewhat arbitrary adjustment for the shifting date of Easter, it is estimated that sales were about 2 per cent lower in March this year than last.

Index of the Dollar Value of Department Store Sales,
1930=100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.1	72.0	72.7	70.9
April	72.1	77.6		69.8	80.3	
May	74.7	79.9		73.8	79.2	
June	73.4	80.5		70.6	77.5	
July	57.7	62.6		74.7	80.1	
August	62.8	64.8		76.6	80.3	
September	78.8	80.9		77.8	79.6	
October	94.7	94.0		77.2	79.5	
November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	83.5	

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PRELIMINARY REPORT ON DEPARTMENTAL STORE SALES, APRIL, 1938.

Department store sales in Canada during April, 1938, were 3 per cent greater than for April, 1937, and 20 per cent in advance of March, 1938. The unadjusted index on the base 1930=100 was 79.9 for April, 1938, 77.6 for April, 1937, and 66.5 for March, 1938.

When the April index was discounted due to the fact that there were five Saturdays this year and only four Saturdays during April, 1937, and also because Easter occurred during April this year and during March a year ago, it is found that departmental store sales were 2 per cent lower when compared with April, 1937, but there was an advance of about 1 per cent over March this year.

Index of the Dollar Value of Department Store Sales, 1930=100.

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6x	75.5x
April	72.1	77.6	79.9	69.8	77.8x	76.1
May	74.7	79.9		73.8	79.2	
June	73.4	80.5		70.6	77.5	
July	57.7	62.6		74.7	80.1	
August	62.8	64.8		76.6	80.3	
September	78.8	80.9		77.8	79.6	
October	94.7	94.0		77.2	79.5	
November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	82.4x	

x) Revised due to changes in seasonal adjustment factors for March, April and December.

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PRELIMINARY REPORT ON DEPARTMENTAL STORE SALES, M.Y., 1938.

Department store sales in Canada during May, 1938, were 8 per cent lower than in May, 1937, and approximately 8 per cent below the figure for April, 1938. The unadjusted index on the base 1930=100 was 73.3 for May, 1938, 79.9 for May, 1937, and 79.5 for April, 1938.

After adjustments for differences in number of business days and for seasonal variations, department store sales were 7 per cent lower than in May, 1937, and about 3 per cent below April this year.

Index of the Dollar Value of Department Store Sales, 1930=100.

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6x	75.5x
April	72.1	77.6	79.5	69.8	77.8x	75.8
May	74.7	79.9	73.3	73.8	79.2	73.8
June	73.4	80.5		70.6	77.5	
July	57.7	62.6		74.7	80.1	
August	62.8	64.8		76.6	80.3	
September	78.8	80.9		77.8	79.6	
October	94.7	94.0		77.2	79.5	
November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	82.4x	

(x) Revised due to changes in seasonal adjustment factors for March, April and December.

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OTTAWA, CANADADominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.PRELIMINARY REPORT ON DEPARTMENTAL STORE SALES, JUNE, 1938.

Department store sales in Canada gained 7 per cent in June over May and were only 3 per cent lower than in June, 1937. The unadjusted index on the base 1930=100 was 77.8 for June, 1938, 72.9 for May and 80.5 for June 1937.

After adjusting for differences in number of business days, sales in June advanced about the usual seasonal amount for May while the 3 per cent decline below June a year ago is about on a par with the average decrease for the first six months of this year compared with the similar period of 1937.

Index of the Dollar Value of Department Store Sales, 1930=100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.5	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6	75.5
April	72.1	77.6	79.5	69.8	77.8	75.8
May	74.7	79.9	72.9	73.8	79.2	73.4
June	73.4	80.5	77.8	70.6	77.5	74.5
July	57.7	62.6		74.7	80.1	
August	62.8	64.8		76.6	80.3	
September	78.8	80.9		77.8	79.6	
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November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	82.4	

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PRELIMINARY REPORT ON DEPARTMENTAL STORE SALES, JULY, 1938.

Department store sales in Canada during the month of July dropped 26 per cent below June, or slightly more than the usual seasonal decline. The decrease of 10 per cent from July, 1937, was partly due to the fact that five Sundays occurred in July, 1938, whereas there were only four Sundays in the corresponding month last year. The unadjusted index (on the base 1930=100) was 57.1 for July, 1938, 77.6 for June, 1938, and 62.6 for July, 1937.

After adjusting for differences in number of business days and for normal seasonal variations, July sales advanced about 2 per cent over June, but were 5 per cent below July a year ago.

Department store sales during the first seven months of 1938 were 3 per cent lower than in the corresponding period of 1937.

Index of the Dollar Value of Department Store Sales, 1930=100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6	75.5
April	72.1	77.6	79.5	69.8	77.8	75.8
May	74.7	79.9	72.9	73.8	79.2	73.4
June	73.4	80.5	77.6	70.6	77.5	74.4
July	57.7	62.6	57.1	74.7	80.1	75.9
August	62.8	64.8		76.6	80.3	
September	78.8	80.9		77.8	79.6	
October	94.7	94.0		77.2	79.5	
November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	82.4	

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Statistician:	A. C. Steedman, B.A.

PRELIMINARY REPORT ON DEPARTMENTAL STORE SALES, AUGUST, 1938

Department store sales in Canada during the month of August increased 10 per cent over July and were 4 per cent lower than in August, 1937. The decrease for the first eight months of the current year as compared with the corresponding period of 1937 is also 4 per cent. The unadjusted indexes (on the base 1930=100) were 62.4 for August, 1938, 56.9 for July, 1938, and 64.8 for August, 1937.

After adjusting for differences in number of business days and for normal seasonal variations, August sales were down about 2 per cent from July, and were 7 per cent lower than in August a year ago.

Index of the Dollar Value of Department Store Sales, 1930=100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6	75.5
April	72.1	77.6	79.5	69.8	77.8	75.8
May	74.7	79.9	72.9	73.8	79.2	73.4
June	73.4	80.5	77.6	70.6	77.5	74.4
July	57.7	62.6	56.9	74.7	80.1	75.6
August	62.8	64.8	62.4	76.6	80.3	74.7
September	78.8	80.9		77.8	79.6	
October	94.7	94.0		77.2	79.5	
November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	82.4	

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PRELIMINARY REPORT ON DEPARTMENTAL STORE SALES, SEPTEMBER, 1938

Sales of Canadian department stores during September increased 26 per cent over August, and were 3 per cent lower than in September, 1937. The unadjusted indexes (on the base 1930 = 100) were 78.6 for September, 1938, 62.4 for August, 1938, and 80.9 for September, 1937. Sales during the first nine months were 4 per cent below sales in the same period of last year.

The index adjusted for number of business days and normal seasonal variations stood at 77.0 for September, 3 per cent above the August index of 74.7 and 3 per cent below the 79.6 recorded for September 1937.

Index of the Dollar Value of Department Store Sales, 1930=100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6	75.5
April	72.1	77.6	79.5	69.8	77.8	75.8
May	74.7	79.9	72.9	73.8	79.2	73.4
June	73.4	80.5	77.6	70.6	77.5	74.3
July	57.7	62.6	56.7	74.7	80.1	75.3
August	62.8	64.8	62.4	76.6	80.3	74.7
September	78.8	80.9	78.6	77.8	79.6	77.0
October	94.7	94.0		77.2	79.5	
November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	82.4	

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PRELIMINARY REPORT ON DEPARTMENTAL STORE SALES, OCTOBER, 1938

Department store sales in Canada during October increased 11 per cent over September, and were 7 per cent lower than in October, 1937. The unadjusted indexes (on the base 1930 = 100) were 87.2 for October, 1938, 78.4 for September, 1938, and 94.0 for October, 1937. Sales during the first ten months were 4 per cent below sales in the same period of last year.

The index adjusted for number of business days and normal seasonal variations stood at 76.6 for October, fractionally lower than the September index of 76.8 and 4 per cent below the 79.5 recorded for October, 1937.

Index of the Dollar Value of Department Store Sales, 1930 = 100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6	75.5
April	72.1	77.6	79.6	69.8	77.8	75.9
May	74.7	79.9	73.0	73.8	79.2	73.5
June	73.4	80.5	77.6	70.6	77.5	74.4
July	57.7	62.6	56.6	74.7	80.1	75.3
August	62.8	64.8	62.4	76.6	80.3	74.7
September	78.8	80.9	78.4	77.8	79.6	76.8
October	94.7	94.0	87.2	77.2	79.5	76.6
November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	82.4	

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1938

Sales of Canadian department stores during November increased 4 per cent over October and were less than 1 per cent lower than in November, 1937. The unadjusted indexes (on the base 1930 = 100) were 91.2 for November, 1938, 87.9 for October, 1938, and 91.9 for November, 1937. Sales during the first eleven months were 4 per cent below sales in the same period of 1937.

For the third consecutive month, the index adjusted for number of business days and for normal seasonal variations showed an increase over the preceding month. A new high point for the current year was reached when the November index stood at 79.3. This was 3 per cent above the October index of 77.3, and only 1 per cent below the 79.9 recorded for November, 1937.

Index of the Dollar Value of Department Store Sales, 1930 = 100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6	75.5
April	72.1	77.6	79.6	69.8	77.8	75.9
May	74.7	79.9	73.0	73.8	79.2	73.5
June	73.4	80.5	77.6	70.6	77.5	74.4
July	57.7	62.6	56.6	74.7	80.1	75.3
August	62.8	64.8	62.4	76.6	80.3	74.7
September	78.8	80.9	78.4	77.8	79.6	76.8
October	94.7	94.0	87.9	77.2	79.5	77.3
November	85.0	91.9	91.2	76.6	79.9	79.3
December	126.8	133.7		78.6	82.4	

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1938

Preliminary figures for department store sales in December, 1938, reveal a decrease of 3 per cent in dollar volume from December, 1937. The decrease may be attributed in part to the unseasonable weather affecting the early Christmas trade. It is also a reflection of the exceptionally brisk Christmas business which characterized December, 1937. The unadjusted indexes (on the base 1930 = 100) were 129.3 for December, 1938, 90.3 for November, 1938 and 133.7 for December, 1937.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6	75.5
April	72.1	77.6	79.6	69.8	77.8	75.9
May	74.7	79.9	73.0	73.8	79.2	73.5
June	73.4	80.5	77.6	70.6	77.5	74.4
July	57.7	62.6	56.6	74.7	80.1	75.3
August	62.8	64.8	62.4	76.6	80.3	74.7
September	78.8	80.9	78.4	77.8	79.6	76.8
October	94.7	94.0	87.9	77.2	79.5	77.3
November	85.0	91.9	90.3	76.6	79.9	78.5
December	126.8	133.7	129.3	78.6	82.4	77.3

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1939.

The preliminary index of Canadian department store sales for January, 1939, reveals a decrease of 3 per cent below January, 1938, while dollar volume of sales declined 59 per cent below December, 1938. Although the reduction from December is somewhat larger than the usual seasonal movement, the decline below January, 1938, is on a par with the average decline for the last three months of 1938 compared with the same months of 1937. The unadjusted indexes (on the base 1930 = 100) were 54.5 for January, 1939, 131.5 for December, 1938, and 56.3 for January, 1938.

After adjusting for number of business days and for normal seasonal variations, the January index recorded a decline of 3 per cent below the corresponding month in 1938 and 4 per cent below the index for December, 1938.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.5	78.2	78.1	75.6
February	58.6	57.8		78.1	76.9	
March	70.8	66.5		76.6	75.5	
April	77.6	79.6		77.8	75.9	
May	79.9	73.0		79.2	73.5	
June	80.5	77.6		77.5	74.4	
July	62.6	56.6		80.1	75.3	
August	64.8	62.4		80.3	74.7	
September	80.9	78.4		79.6	76.8	
October	94.0	87.9		79.5	77.3	
November	91.9	90.3		79.9	78.5	
December	133.7	131.5		82.4	78.6	

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1939

Dollar volume of Canadian department store sales during February, 1939, declined 5 per cent below February, 1938, although recording a fractional increase over January, 1939. Unadjusted indexes (on the base 1930 = 100) were 54.8 for February, 1939, 54.6 for January, 1939, and 57.8 for February, 1938.

The gain in February from January this year was less than the usual seasonal movement, the index adjusted both for differences in number of business days and for normal seasonal effects receding by 4 per cent from 75.7 for January to 73.0 for February.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.6	78.2	78.1	75.7
February	58.6	57.8	54.8	78.1	76.9	73.0
March	70.8	66.5		76.6	75.5	
April	77.6	79.6		77.8	75.9	
May	79.9	73.0		79.2	73.5	
June	80.5	77.6		77.5	74.4	
July	62.6	56.6		80.1	75.3	
August	64.8	62.4		80.3	74.7	
September	80.9	78.4		79.6	76.8	
October	94.0	87.9		79.5	77.3	
November	91.9	90.4		79.9	78.6	
December	133.7	131.6		82.4	78.7	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
Statistician: A. C. Steedman, B.A.PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1939

Department store sales in Canada during March, 1939, were less than one per cent lower than in March last year. This compares with a 3 per cent decline in the first three months of 1939 below the same period in 1938. Unadjusted indexes (on the base 1930=100) were 66.1 for March, 1939; 54.4 for February, 1939, and 66.5 for March, 1938.

On making allowances for the number of business days in different months, for normal seasonal movements and for the changing date of Easter, sales in March, 1939, remained practically unchanged from February and were four per cent below March a year ago. Adjusted indexes stand at 2.3 for March, 1939, 72.4 for February, and 75.5 for March, 1938.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930=100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1937	1938	1939	1937	1938	1939
January ..	57.2	56.3	54.3	78.2	78.1	75.4
February ..	58.6	57.8	54.4	78.1	76.9	72.4
March	70.8	66.5	66.1	76.6	75.5	72.3
April	77.6	79.6		77.8	75.9	
May	79.9	73.0		79.2	73.5	
June	80.5	77.6		77.5	74.4	
July	62.6	56.6		80.1	75.3	
August ...	64.8	62.4		80.3	74.7	
September.	80.9	78.4		79.6	76.8	
October ..	94.0	87.9		79.5	77.3	
November ..	91.9	90.4		79.9	78.6	
December ..	133.7	131.6		82.4	78.7	

^a Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1939

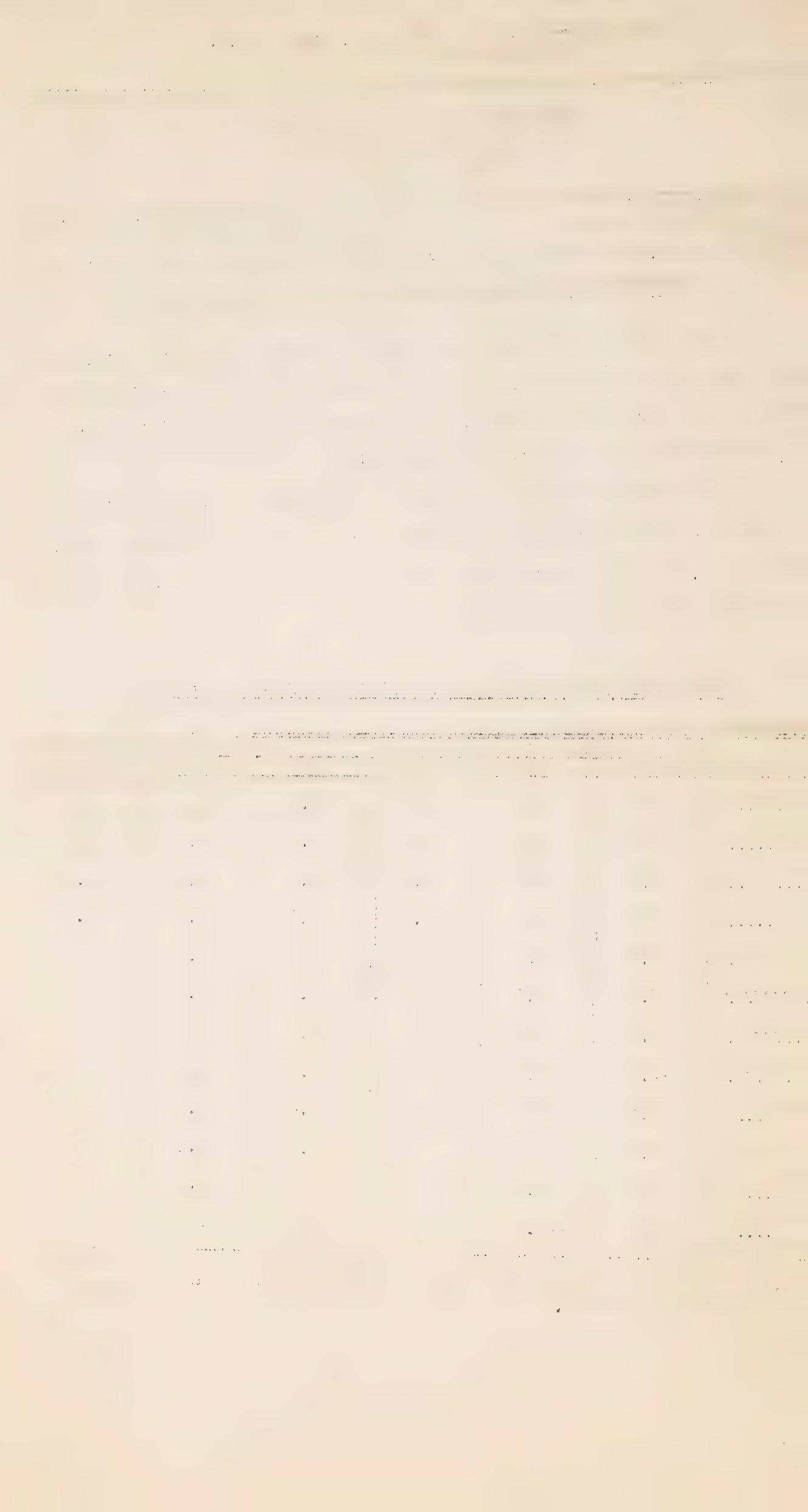
Dollar value of department store sales in Canada during April, 1939, was 8 per cent lower than in April last year, while an advance of 12 per cent was recorded over March, 1939. Unadjusted indexes (on the base 1930 = 100) were 73.5 for April, 1939, 65.6 for March, 1939, and 79.6 for April, 1938.

After making adjustments for changes in the number of business days, for normal seasonal variations and for the changing date of Easter, the index for April, 1939, stood at 75.1, only 1 per cent below the 75.9 recorded for April, 1938, and 5 per cent above the March, 1939, index of 71.6.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	54.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.6
April	77.6	79.6	73.5	77.8	75.9	75.1
May	79.9	73.0		79.2	73.5	
June	80.5	77.6		77.5	74.4	
July	62.6	56.6		80.1	75.3	
August	64.8	62.4		80.3	74.7	
September	80.9	78.4		79.6	76.8	
October	94.0	87.9		79.5	77.3	
November	91.9	90.4		79.9	78.6	
December	133.7	131.5		82.4	78.6	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.



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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1939

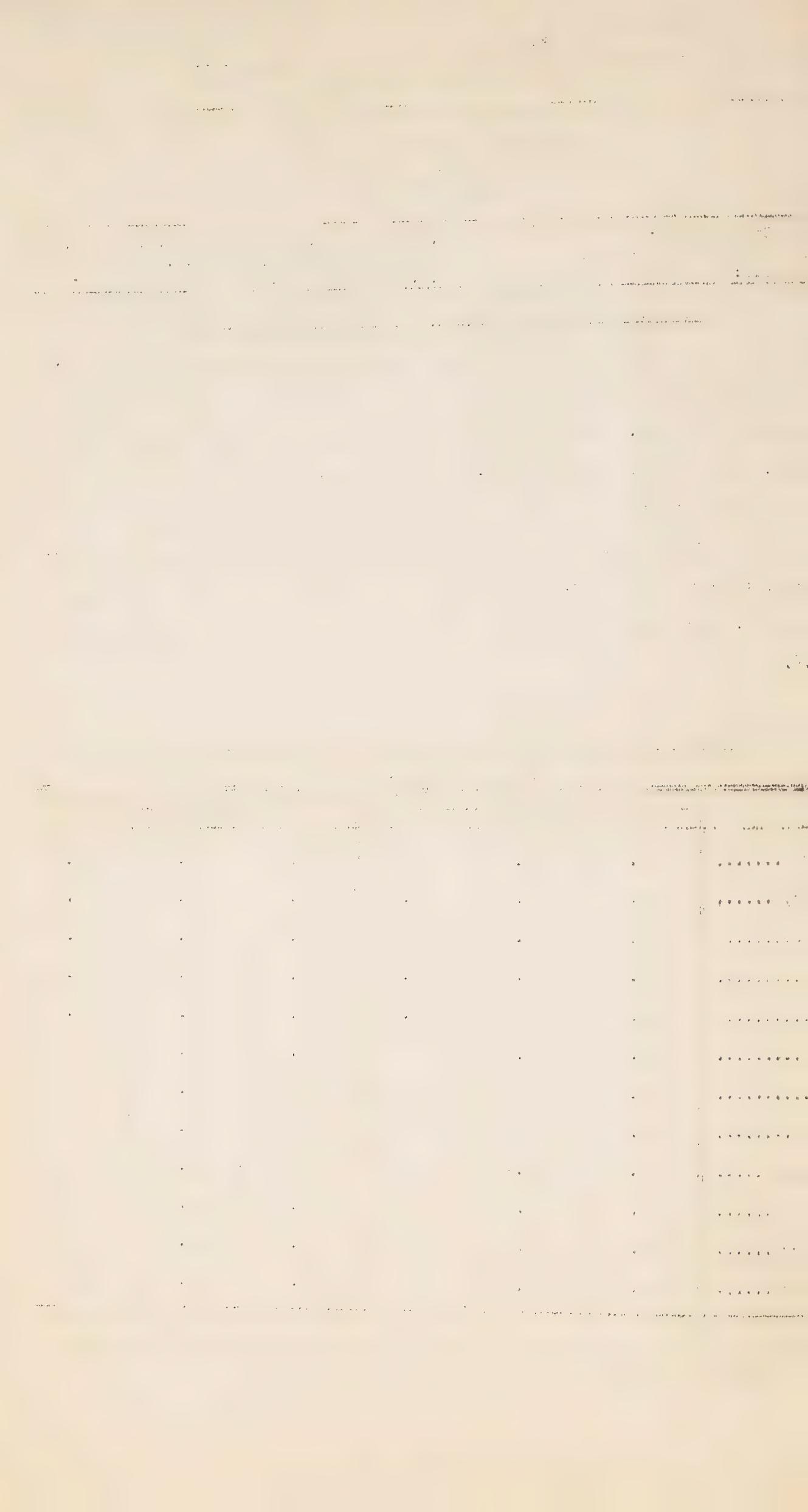
The dollar value of department store sales in Canada during May, 1939, was 6 per cent higher than in May last year, while an increase of 5 per cent was recorded over April, 1939. Unadjusted indexes (on the base 1930 = 100) were 77.7 for May, 1939, 73.0 for May, 1938, and 74.0 for April 1939. Sales during the first five months of 1939 averaged 2 per cent lower than in the same period last year.

After making adjustments for changes in the number of business days and for normal seasonal variations, the index for May, 1939, stood at 75.5, 3 per cent above the 73.5 recorded for May, 1938, and almost identical with the April, 1939 index of 75.6.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	54.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.7
April	77.6	79.6	74.0	77.8	75.9	75.6
May	79.9	73.0	77.7	79.2	73.5	75.5
June	80.5	77.6		77.5	74.4	
July	62.6	56.6		80.1	75.3	
August	64.8	62.4		80.3	74.7	
September	80.9	78.4		79.6	76.8	
October	94.0	87.9		79.5	77.3	
November	91.9	90.4		79.9	78.6	
December	133.7	131.5		82.4	78.6	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.



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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1939

The dollar value of sales in Canadian department stores during June, 1939, was 3 per cent lower than in June, 1938, while a decline of 3 per cent below May, 1939, was also recorded. Unadjusted indexes (on the base 1930 = 100) were 75.4 for June, 1939, 77.6 for June, 1938, and 77.4 for May, 1939. Sales during the first six months of 1939 averaged $2\frac{1}{2}$ per cent lower than in the same period of last year.

A return to the lower level maintaining during February and March was reflected in the adjusted index for June, 1939. After corrections for differences in number of business days and for normal seasonal variations, the June index stood at 72.0, 3 per cent below the 74.4 recorded for June, 1938, and 4 per cent lower than the May, 1939, index of 75.2.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	54.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.7
April	77.6	79.6	74.0	77.8	75.9	75.7
May	79.9	73.0	77.4	79.2	73.5	75.2
June	80.5	77.6	75.4	77.5	74.4	72.0
July	62.6	56.6		80.1	75.3	
August	64.8	62.4		80.3	74.7	
September	80.9	78.4		79.6	76.8	
October	94.0	87.9		79.5	77.3	
November	91.9	90.4		79.9	78.6	
December	133.7	131.5		82.4	78.6	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1939

Dollar sales of department stores for July, 1939, averaged $\frac{1}{2}$ of one per cent higher than for the same month last year and declined by less than the usual seasonal amount from June. Unadjusted indexes (on the base 1930 = 100) were 56.9 for July, 1939, 56.6 for July, 1938, and 75.6 for June, 1939. Sales during the first seven months of 1939 averaged 2 per cent lower than in the same period of last year.

Indexes adjusted for number of business days and for normal seasonal variations indicate that the upward trend in consumer purchasing which was interrupted in June was resumed in July; adjusted indexes stand at 76.9 for July, 72.2 for June, 5.2 for May, 75.7 for April and 71.7 for March.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	54.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.7
April	77.6	79.6	74.0	77.8	75.9	75.7
May	79.9	73.0	77.4	79.2	73.5	75.2
June	80.5	77.6	75.6	77.5	74.4	72.2
July	62.6	56.6	56.9	80.1	75.3	76.9
August	64.8	62.4		80.3	74.7	
September	80.9	78.4		79.6	76.8	
October	94.0	87.9		79.5	77.3	
November	91.9	90.4		79.9	78.6	
December	133.7	131.5		82.4	78.6	

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1939

Sales in Canadian department stores during August, 1939, were 1 per cent lower than for the same month last year, but registered a gain of 8 per cent over the preceding month. Unadjusted indexes (on the base 1930 = 100) stood at 61.7 for August, 1939, 62.4 for August, 1938, and 57.2 for July, 1939. Sales during the first eight months of 1939 averaged 2 per cent lower than in the same period of last year.

After adjustment for differences in number of business days and for normal seasonal variations, a reaction from the peak reached in July was indicated, and the level of sales in August, 1939, was on a par with the average maintaining during the first eight months of the current year. Adjusted indexes stood at 73.6 for August, 1939, 74.7 for August, 1938, and 77.3 for July, 1939.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	54.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.7
April	77.6	79.6	74.0	77.8	75.9	75.7
May	79.9	73.0	77.4	79.2	73.5	75.2
June	80.5	77.6	75.5	77.5	74.4	72.2
July	62.6	56.6	57.2	80.1	75.3	77.3
August	64.8	62.4	61.7	80.3	74.7	73.6
September ...	80.9	78.4		79.6	76.8	
October	94.0	87.9		79.5	77.3	
November	91.9	90.4		79.9	78.6	
December	133.7	131.5		82.4	78.6	

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1939

Sales in Canadian department stores rose sharply during the first month of the war, increased purchasing, especially of clothing and dry goods, resulting in aggregate dollar volume for September standing 45 per cent above August and 13 per cent above September a year ago. Unadjusted indexes (on the base 1930 = 100) stood at 88.6 for September, 1939, 78.4 for September, 1938, and 61.3 for August, 1939.

The 45 per cent increase over August was much greater than the usual seasonal movement. After adjustment for differences in number of business days and for normal seasonal variations, the index rose 17 per cent from 73.1 for August, 1939 to 85.7 for September. The seasonally adjusted index for September, 1938, was 76.8

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	54.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.7
April	77.6	79.6	74.0	77.8	75.9	75.7
May	79.9	73.0	77.4	79.2	73.5	75.2
June	80.5	77.6	75.5	77.5	74.4	72.1
July	62.6	56.6	57.2	80.1	75.3	77.3
August	64.8	62.4	61.3	80.3	74.7	73.1
September	80.9	78.4	88.6	79.6	76.8	85.7
October	94.0	87.9		79.5	77.3	
November	91.9	90.4		79.9	78.6	
December	133.7	131.5		82.4	78.6	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1939

Sales in department stores throughout Canada recorded further advances during the month of October. The unadjusted index, at 100.9, was 13 per cent higher than the 89.2 reached in September and 15 per cent above the October, 1938, index of 87.9. Cumulative totals for the first ten months showed an increase of 2 per cent over the corresponding period of 1938.

After adjustment for differences in number of business days and for normal seasonal variations, the index rose 4 per cent, from 86.4 for September, 1939, to 90.1 for October. The gain in average daily sales over October a year ago was $16\frac{1}{2}$ per cent.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	54.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.7
April	77.6	79.6	74.0	77.8	75.9	75.7
May	79.9	73.0	77.4	79.2	73.5	75.2
June	80.5	77.6	75.5	77.5	74.4	72.1
July	62.6	56.6	57.2	80.1	75.3	77.3
August	64.8	62.4	61.3	80.3	74.7	73.1
September	80.9	78.4	89.2	79.6	76.8	86.4
October	94.0	87.9	100.9	79.5	77.3	90.1
November	91.9	90.4		79.9	78.6	
December	133.7	131.5		82.4	78.6	

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1939

Retail purchasing in Canadian department stores during November, 1939, was 4 per cent higher than in the same month last year, while sales declined 7 per cent below October, 1939. The gain over November, 1938, was appreciably smaller than increases recorded in September and October over corresponding months of last year. The unadjusted index for November, 1939, (on the base 1930 equals 100) was 94.0, compared with 90.4 in November, 1938, and 100.8 in October, 1939.

After adjustment for differences in number of business days and for normal seasonal variations, the index for November, 1939, was 81.4, 10 per cent below the October index of 90.0, but 4 per cent above the index for November, 1938, which was 78.6.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	54.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.7
April	77.6	79.6	74.0	77.8	75.9	75.7
May	79.9	73.0	77.4	79.2	73.5	75.2
June	80.5	77.6	75.5	77.5	74.4	72.1
July	62.6	56.6	57.2	80.1	75.3	77.3
August	64.8	62.4	61.3	80.3	74.7	73.1
September	80.9	78.4	89.5	79.6	76.8	86.6
October	94.0	87.9	100.8	79.5	77.3	90.0
November	91.9	90.4	94.0	79.9	78.6	81.4
December	133.7	131.5		82.4	78.6	

¹) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1939

Dollar sales of department stores in Canada were 10 per cent greater in December, 1939, than in the corresponding month of 1938, and were at a higher level than that recorded for any month since December, 1929, according to preliminary calculations based on returns received from all the larger department stores in the country. The unadjusted indexes (on the base 1930 = 100) stand at 145.1 for December, 1939, 94.5 for November, 1939, and 131.5 for December, 1938.

There was one business day less in December, 1939, than in 1938. After adjusting for differences in number of business days and for normal seasonal movements, the index for December, 1939, stood 15 per cent above December, 1938, 10 per cent higher than in November, 1939, and approximately on a par with the level recorded for October.

The average annual index for 1939 was up almost $3\frac{1}{2}$ per cent from the 1938 figure, declines in the early months being more than offset by gains in the latter part of the year.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1937	1938	1939	1937	1938	1939
January	57.2	56.3	54.2	78.2	78.1	75.2
February	58.6	57.8	57.2	78.1	76.9	72.2
March	70.8	66.5	65.6	76.6	75.5	71.7
April	77.6	79.6	74.0	77.8	75.9	75.7
May	79.9	73.0	77.4	79.2	73.5	75.2
June	80.5	77.6	75.5	77.5	74.4	72.1
July	62.6	56.6	57.2	39.1	75.3	77.3
August	64.8	62.4	61.3	80.3	74.7	73.1
September	80.9	78.4	89.5	79.6	76.8	86.6
October	94.0	87.9	100.8	79.5	77.3	90.0
November	92.9	90.4	94.5	79.9	78.6	81.9
December	133.7	131.5	145.1	82.4	78.6	90.2

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1940

Department store sales in Canada gained 18 per cent in January, 1940, over the corresponding month of 1939, although declining 55 per cent below the volume of business in December, 1939. Unadjusted indexes (on the base 1930 equals 100) were 64.0 for January, 1940, 54.2 for January, 1939, and 143.6 for December, 1939.

The occurrence of one more business day in January, 1940, than in January last year affected the results to some extent, the increase being reduced to 14 per cent when average daily sales rather than calendar month totals form the basis of calculation. January sales declined from the December peak by about the customary seasonal amount. Indexes, adjusted for number of business days and for normal seasonal variations stand at 65.7 for January, 1940, 89.2 for December, 81.8 for November, 90.0 for October and 75.2 for January, 1939.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.0	78.1	75.2	85.7
February	57.8	54.2		76.9	72.2	
March	66.5	65.6		75.5	71.7	
April	79.6	74.0		75.9	75.7	
May	73.0	77.4		73.5	75.2	
June	77.6	75.5		74.4	72.1	
July	56.6	57.2		75.3	77.3	
August	62.4	61.3		74.7	73.1	
September	78.4	89.5		76.8	86.6	
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.6		78.6	89.2	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1940

Department store sales in Canada were 20 per cent higher in February, 1940, than in the same month of 1939, and were up 1 per cent above January, 1940. Unadjusted indexes (on the base 1930 equals 100) stood at 64.8 for February, 1940, 54.2 for February, 1939, and 64.2 for January, 1940.

The adjusted index, wherein account is taken of differences in number of business days and also of normal seasonal variations, receded from the level prevailing during recent months, but was far above that maintained during the same period of last year. The index for February, 1940, at 82.9, was 15 per cent above the 72.2 recorded for February, 1939, but declined 4 per cent from the 86.0 shown for January, 1940.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930=100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.8	76.9	72.2	82.9
March	66.5	65.6		75.5	71.7	
April	79.6	74.0		75.9	75.7	
May	73.0	77.4		73.5	75.2	
June	77.6	75.5		74.4	72.1	
July	56.6	57.2		75.3	77.3	
August	62.4	61.3		74.7	73.1	
September	78.4	89.5		76.8	86.6	
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.6	89.3	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1940

Retail sales in Canadian department stores during March, 1940, were up 9 per cent over the corresponding month of 1939, and were 10 per cent higher than sales in February, 1940. Unadjusted indexes (on the base 1930 equals 100) stood at 71.6 for March, 1940, 65.6 for March, 1939, and 64.8 for February, 1940.

After adjustment for differences in number of business days and for normal seasonal variations, the index for March, 1940, stood at 75.4, 5 per cent above the 71.7 recorded for March last year, but 9 per cent below the 82.8 for February, 1940.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930=100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.8	76.9	72.2	82.8
March	66.5	65.6	71.6	75.5	71.7	75.4
April	79.6	74.0		75.9	75.7	
May	73.0	77.4		73.5	75.2	
June	77.6	75.5		74.4	72.1	
July	56.6	57.2		75.3	77.3	
August	62.4	61.3		74.7	73.1	
September	78.4	89.5		76.8	86.6	
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.6	89.3	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1940

Department-store sales in Canada were 9 per cent higher during April, 1940, than in the same month last year. This gain was recorded notwithstanding the fact that store business was entirely concentrated in March of this year, but centred principally in April a year ago. An increase of 11 per cent was also recorded over March, 1940. Adjusted indexes (on the base 1930 equals 100) were 80.8 for April, 1940, 74.0 for April, 1939, and 72.7 for March, 1940.

The downward trend, which has been apparent during recent months, in the index adjusted for differences in number of business days and for normal seasonal variations, was checked in April, 1940. The adjusted index for the latest month rose to 85.2, 11 per cent above the 76.6 recorded for March, 1940, and also 13 per cent higher than the April, 1939, index which was 75.7.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.7	75.5	71.7	76.6
April	79.6	74.0	80.8	75.9	75.7	85.2
May	73.0	77.4		73.5	75.2	
June	77.6	75.5		74.4	72.1	
July	56.6	57.2		75.3	77.3	
August	62.4	61.3		74.7	73.1	
September	78.4	89.5		76.8	86.6	
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.6	89.3	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1940

Sales in Canadian department stores during May, 1940, were 10 per cent higher than in the corresponding month of last year, while a gain of 6 per cent was recorded over April, 1940. Unadjusted indexes (on the base 1930 equals 100) stood at 85.5 for May, 1940, 77.4 for May, 1939, and 80.3 for April, 1940.

Sales during the first five months of 1940 were 13 per cent higher than sales in the same period a year ago.

The adjusted index, wherein account is taken of differences in number of business days and of seasonal variations, dropped from 84.6 in April to 82.8 in May, 1940, but was still 10 per cent above the May, 1939, index of 75.2.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	71.7	76.6
April	79.6	74.0	80.3	75.9	75.7	84.6
May	73.0	77.4	85.5	73.5	75.2	82.8
June	77.6	75.5		74.4	72.1	
July	56.6	57.2		75.3	77.3	
August	62.4	61.3		74.7	73.1	
September	78.4	89.5		76.8	86.6	
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.6	89.3	

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1940

Sales in Canadian department stores during June, 1940, were 8 per cent higher than in the corresponding month of last year, while a drop of 4 per cent was recorded from May, 1940. Unadjusted indexes (on the base 1930 equals 100) stood at 81.8 for June, 1940, 75.5 for June, 1939, and 85.0 for May, 1940.

Sales during the first six months of 1940 were 12 per cent higher than sales in the same period a year ago.

The adjusted index, wherein account is taken of differences in number of business days and of seasonal variations, dropped from 82.3 in May to 80.2 in June, 1940, but was still 11 per cent above the June, 1939, index of 72.1.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	71.7	76.6
April	79.6	74.0	80.3	75.9	75.7	84.6
May	73.0	77.4	85.0	73.5	75.2	82.3
June	77.6	75.5	81.8	74.4	72.1	80.2
July	56.6	57.2		75.3	77.3	
August	62.4	61.3		74.7	73.1	
September	78.4	89.5		76.8	86.6	
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.6	89.3	

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1940

A further sharp advance in Canadian department store sales occurred in July, 1940, when a gain of 17 per cent over July of last year was recorded. Sales were 9 per cent lower than in June, 1940, but this decline was less than the usual seasonal amount. Unadjusted indexes (on the base 1930 equals 100) were as follows: 66.8 in July, 1940; 57.2 in July, 1939 and 82.5 in June, 1940.

Sales during the first seven months of 1940 were up 13 per cent over the corresponding period of 1939.

The index adjusted for differences in number of business days and for normal seasonal variations stood at 87.2 for July, 1940, up 13 per cent over the 77.3 recorded for July last year and 8 per cent higher than the 81.0 shown for June, 1940.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	71.7	76.6
April	79.6	74.0	80.3	75.9	75.7	84.7
May	73.0	77.4	85.5	73.5	75.2	82.8
June	77.6	75.5	82.5	74.4	72.1	81.0
July	56.6	57.2	66.8	75.3	77.3	87.2
August	62.4	61.3		74.7	73.1	
September ...	78.4	89.5		76.8	86.6	
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.6	89.3	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1940

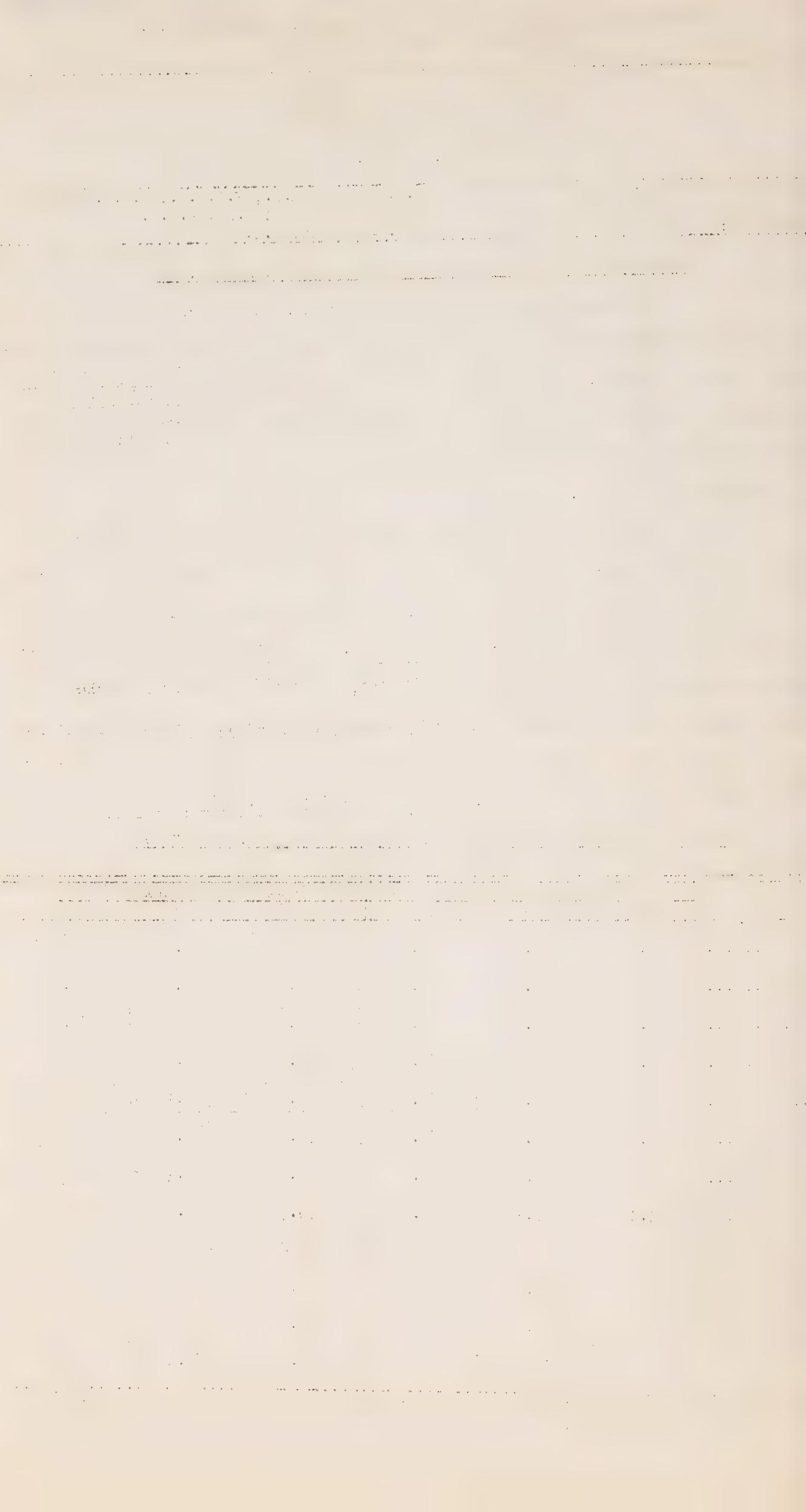
Increased incomes at home together with virtual elimination of tourist shopping in the United States or abroad resulted in a marked increase in Canadian department store sales in August. August sales were 25 per cent higher than in August a year ago and were up 14 per cent from July. All provinces shared in the increase with gains in British Columbia, Ontario and the Maritime Provinces exceeding those recorded in the Prairie Provinces and Quebec.

The 25 per cent increase over August last year must be attributed in part to the fact that there were five Saturdays in August of this year and four Saturdays a year ago. The low level of trade in August, 1939 immediately prior to the outbreak of the war also tends to produce a favorable comparison. On making adjustments for number of business days and for normal seasonal variations, the level of consumer purchasing in department stores stands 23 per cent higher in August this year than last and 2 per cent above July, 1940. The unadjusted index of sales (on the base 1930 equals 100) stood at 66.7 for August, 1940; 61.3 for August, 1939 and 67.1 for July, 1940.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	70.1	80.8
April	79.6	74.0	80.3	76.6	77.9	81.2
May	73.0	77.4	85.4	73.5	75.2	82.7
June	77.6	75.5	83.0	74.4	72.1	81.4
July	56.6	57.2	67.1	75.3	77.3	87.6
August	62.4	61.3	76.7	74.7	73.1	89.8
September	78.4	89.5		76.8	86.6	
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.2	89.0	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.



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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1940

Department store sales in September, 1940 were maintained within narrow limits of the high volume of business transacted during the first month of the war September a year ago. Dollar sales on a calendar month basis were 3 per cent lower in September of this year than last and were up 14 per cent from August. The unadjusted index of sales on the base 1930 equals 100 stood at 86.6 for September, 1940, 89.5 for September, 1939 and 76.2 for August of this year.

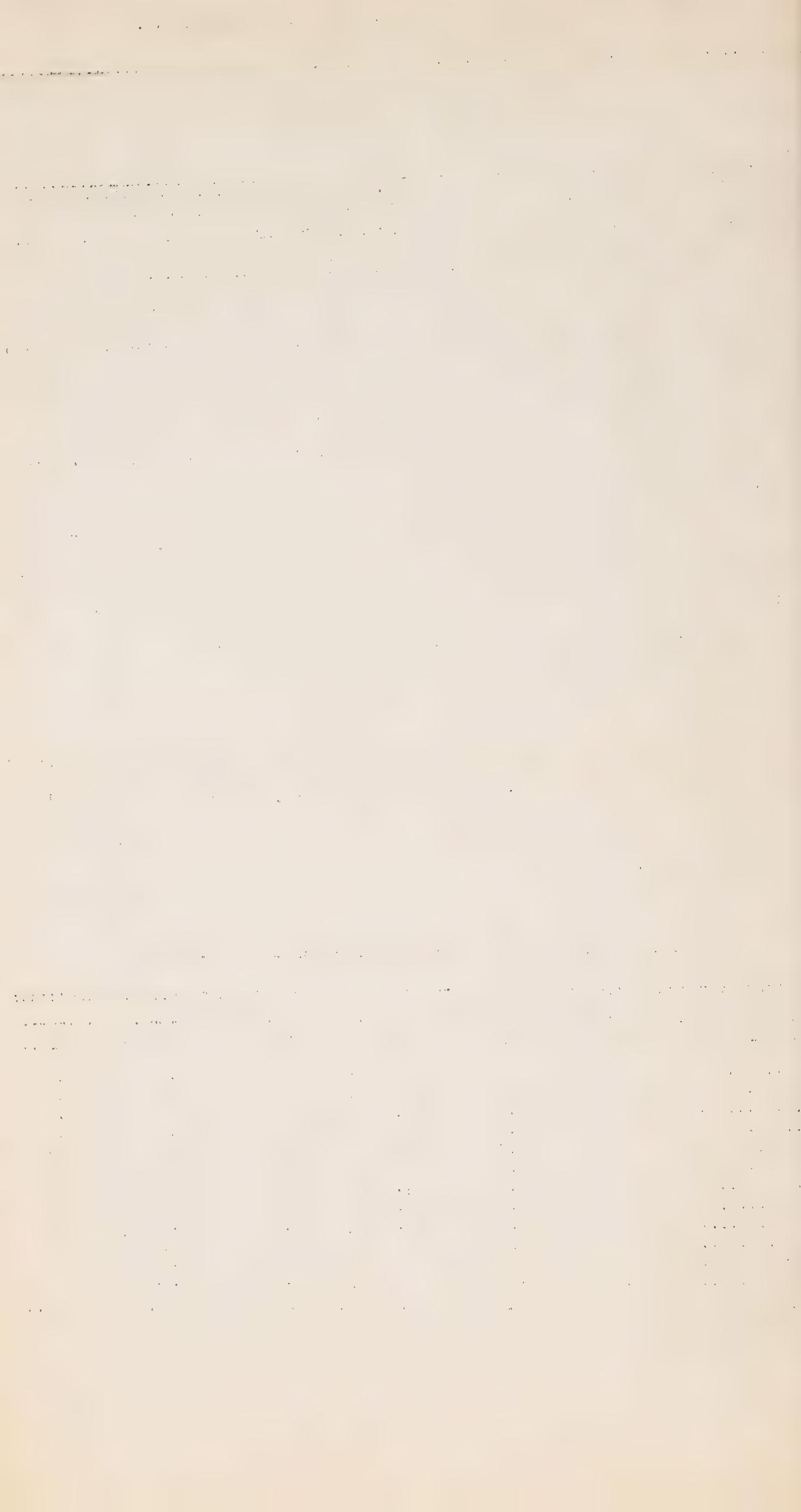
The 3 per cent decline from September, 1939 compared with increases 24 per cent for August, 17 per cent for July and 10 per cent for June over corresponding months a year ago. Cumulative figures for the first eight months of 1940 are 14 per cent above the corresponding period of 1939. Since future corresponding-month comparisons will be made entirely within the war period, percentage increases of similar magnitude are not to be expected.

The 14 per cent increase in September over August was about in line with the usual seasonal movement for this period of the year, the seasonally adjusted index receding but slightly from 89.2 in August to 88.8 in September. The adjusted index for July stood at 87.5.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	70.1	80.8
April	79.6	74.0	80.3	76.6	77.9	81.2
May	73.0	77.4	85.4	73.5	75.2	82.7
June	77.6	75.5	83.0	74.4	72.1	81.4
July	56.6	57.2	67.1	75.3	77.3	87.5
August	62.4	61.3	76.2	74.7	73.1	89.2
September	78.4	89.5	86.6	76.8	86.6	88.8
October	87.9	100.8		77.3	90.0	
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.2	89.0	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.



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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1940

Sales of Canadian department stores gained 7 per cent in October, 1940, over the same month last year, and advanced 24 per cent above September, 1940. The increase over October, 1939, compares with a 3 per cent decline which occurred in September, 1940, compared with September a year ago. Unadjusted indexes (on the base--average for 1930 equals 100) stood at 107.6 for October, 1940, 100.8 for October, 1939, and 86.9 for September, 1940.

Cumulative totals for the first ten months of 1940 were 11 per cent higher than for the corresponding period of 1939. This marked increase is the result of substantial gains recorded in the earlier months of this year over the corresponding months a year ago before the outbreak of the war.

Part of the 7 per cent increase over October, 1939, is due to the occurrence of one more business day in October this year than last. When allowance is made for this factor the gain over October, 1939, is reduced to about 3 per cent. The 4 per cent increase from September was greater than the customary seasonal movement, the adjusted index moving upward to a new post-depression high point of 92.4 compared with 90.0 for September, 1940, and 90.0 for October a year ago.

All regions except the Prairie Provinces reported increases over October a year ago. The Maritime Provinces continue to show the greatest expansion with October sales up 23 per cent from last year. British Columbia sales were up 16 per cent; Ontario, 13 per cent and Quebec, 11 per cent. Sales in the Prairie Provinces declined 8 per cent.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes (a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	70.1	80.8
April	79.6	74.0	80.3	76.6	77.9	81.2
May	73.0	77.4	85.4	73.5	75.2	82.7
June	77.6	75.5	83.0	74.4	72.1	81.4
July	56.6	57.2	67.1	75.3	77.3	87.5
August	62.4	61.3	76.1	74.7	73.1	89.2
September	78.4	89.5	86.9	76.8	86.6	89.0
October	87.9	100.8	107.6	77.3	90.0	92.4
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.2	89.0	

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1940

Department stores in all regions of Canada reported a pronounced increase in sales in November of this year compared with last. Dollar volume of business in the country as a whole increased 21 per cent over November, 1939, and was up 6 per cent over October, 1940. Unadjusted indexes (on the base--1930 equals 100) stood at 94.4 for November, 1940, 94.4 for November, 1939, and 107.7 for October, 1940. Cumulative totals for the first eleven months of the current year were 12 per cent higher than the same period of 1939.

British Columbia reported sales 25 per cent ahead of last November, followed by a 24 per cent increase in the Prairie Provinces. Ontario and the Maritime Provinces recorded identical gains of 20 per cent, while sales in Quebec were up 15 per cent over November, 1939.

The extent of the increase over November, 1939, while appreciably affected by the low level of sales in November, 1939, cannot be entirely attributed to this factor. After adjustment for differences in number of business days and for normal seasonal variations, the index for November, 1940, moved upwards to 97.6 from the 92.4 recorded for October, 1940, a gain of 6 per cent. The gain over November, 1939, when the adjusted index stood at 81.8, amounted to 19 per cent. The adjusted index was higher than for any November since 1929.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	70.1	80.8
April	79.6	74.0	80.3	76.6	77.9	81.2
May	73.0	77.4	85.4	73.5	75.2	82.7
June	77.6	75.5	83.0	74.4	72.1	81.4
July	56.6	57.2	67.1	75.3	77.3	87.5
August	62.4	61.3	76.1	74.7	73.1	89.1
September	78.4	89.5	87.0	76.8	86.6	89.2
October	87.9	100.8	107.7	77.3	90.0	92.4
November	90.4	94.4	114.4	78.6	81.8	97.6
December	131.5	143.7		78.2	89.0	

Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1940

Dollar volume of department store sales was greater in December, 1940, than in any previous month in the Bureau's records, which date from January, 1929. Sales were 12 per cent above December, 1939 and were 4 per cent above December, 1929, the previous peak in the period for which figures are available. The unadjusted index of sales stood at 160.4 for December, 1940 compared with 143.7 for December, 1939 and 154.1 for December, 1929. The increase in the last month of 1940 over the corresponding month of 1939 was on a par with the average monthly increase for the year 1940 over the preceding year which also amounted to 12 per cent.

Increases were of greater proportions in the east and west coast regions than in the central sections of the country. Sales increased 20 per cent over December, 1939 in the Maritime Provinces and 17 per cent in British Columbia. Ontario sales were up 12 per cent, while Quebec and the Prairie Provinces recorded identical gains of 8 per cent over December, 1939.

Department store sales are normally higher in December than in other months of the year due to the Christmas trade, the experience of the past 13 years indicating that December sales are generally about 65 per cent above the turnover of an average month. On making adjustments for the customary seasonal movement, the adjusted index for December was 101.1 or 3 per cent above November when the figure was 98.1. Adjusted indexes for earlier months were 92.3 for October, 89.1 for August and 81.4 for June.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	70.1	80.8
April	79.6	74.0	80.3	76.6	77.9	81.2
May	73.0	77.4	85.4	73.5	75.2	82.7
June	77.6	75.5	83.0	74.4	72.1	81.4
July	56.6	57.2	67.1	75.3	77.3	87.5
August	62.4	61.3	76.1	74.7	73.1	89.1
September	78.4	89.5	87.1	76.8	86.6	89.2
October	87.9	100.8	107.5	77.3	90.0	92.3
November	90.4	94.4	115.0	78.6	81.8	98.1
December	131.5	143.7	160.4	78.2	89.0	101.1

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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Vol. IV - No. 1

Price, 10 cents.

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1941

Sales of department stores in Canada were 10 per cent higher in January of this year than last but fell to less than half the volume of business transacted in December. The decline from December was greater than the usual seasonal movement between these two months and reflects the reaction from the high level of consumer buying in the last month of the year. The unadjusted index of sales on the base 1935-1939 equals 100(1) stood at 92.4 for January, 1941 compared with 84.2 for January, 1940 and 210.2 for December, 1940. The index numbers adjusted for differences in number of business days and also for seasonal movements as reflected in the normal experience of the past ten years stood at 122.6 for January, 1941 compared with 132.2 for December and 128.5 for November, 1940. The underlying trend value for January was somewhat higher than that for October, 1940 when the adjusted index stood at 120.9

Gains in January, 1941 over January, 1940 were general throughout the country but were much greater in the extreme East and West than elsewhere. British Columbia reported an increase of 18 per cent while sales in the Maritime Provinces were up 15 per cent. Increases for other regions were 10 per cent for Quebec, 10 per cent for Ontario and 5 per cent for the Prairie Provinces.

(1) In order to conform with other series of index numbers issued by the Bureau of Statistics, the monthly indexes of retail sales have been recomputed using as base the average monthly sales over the five-year period 1935-1939 inclusive. The indexes on the new base are issued in this bulletin for the first time.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1939	1940	1941	1939	1940	1941
January	71.0	84.2	92.4	98.4	112.6	122.6
February	71.0	84.8		94.4	108.2	
March	86.0	95.4		91.7	105.8	
April	97.1	105.2		102.0	106.2	
May	101.4	111.9		98.4	108.1	
June	98.9	108.7		94.3	106.5	
July	75.0	88.0		101.2	114.6	
August	80.4	99.8		95.7	116.6	
September	117.3	114.1		113.3	116.7	
October	132.4	141.1		118.0	120.9	
November	123.9	150.9		107.1	128.5	
December	188.9	210.2		116.4	132.2	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1941

The dollar volume of department store sales in Canada gained 11 per cent in February, 1941, over the same month a year ago and showed improvement of 2 per cent over January, 1941. The gain over February, 1940, on the basis of average daily sales, amounted to 16 per cent, the substantial difference between the two comparisons being accounted for by the occurrence of one more business day in February a year ago. The unadjusted indexes of sales (on the base 1935 - 1939 equals 100) stood at 94.4 for February, 1941, compared with 84.8 for February, 1940, and 92.9 for January, 1941. The index of average daily sales, after adjustment for normal seasonal movements, advanced from 123.2 for January to 125.4 for the month under review, the rise following a sharp drop which occurred in January below the level of the two last months of 1940.

Results for the various regions of the country revealed that increases in the Maritime Provinces and British Columbia over the corresponding month of last year continued to exceed those recorded in other sections. Sales in the Maritime Provinces in February were up 18 per cent over the same month a year ago, while British Columbia sales advanced 16 per cent in the same comparison. Gains in Ontario, Quebec and the Prairie Provinces were 11, 10 and 9 per cent respectively.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1939	1940	1941	1939	1940	1941
January	71.0	84.2	92.9	98.4	112.6	123.2
February	71.0	84.8	94.4	94.4	108.2	125.4
March	86.0	95.4		91.7	105.8	
April	97.1	105.2		102.0	106.2	
May	101.4	111.9		98.4	108.1	
June	98.9	108.7		94.3	106.5	
July	75.0	88.0		101.2	114.6	
August	80.4	99.8		95.7	116.6	
September	117.3	114.1		113.3	116.7	
October	132.4	141.1		118.0	120.9	
November	123.9	150.9		107.1	128.5	
December	188.9	210.2		116.4	132.2	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1941.

Favorable weather throughout most of Canada during March had a stimulating effect on early spring purchasing. The influence of this factor is revealed in 17 per cent gain in department store sales in March, 1941, over March last year, notwithstanding the fact that Easter occurred in March a year ago. Poor weather conditions in March, 1940, acted as a deterrent to the heavy purchasing which normally occurs during the pre-Easter period. March sales increased 18 per cent over February this year. Unadjusted indexes (on the base 1935 - 1939 equals 100) stood at 111.3 for March, 1941, 105.4 for March, 1940, and 94.4 for February, 1941.

There was one more business day in March of this year than last. On making allowance for differences in numbers of business days and for normal seasonal movements the underlying trend in department store sales during March was maintained at a level approximately similar to that of the preceding two months. Adjusted indexes were as follows: 124.6 for March, 1941; 105.8 for March, 1940 and 125.4 for February, 1941.

Regional comparisons for March are not yet available, but will appear in the regular monthly bulletin on retail trade which will be published about the end of April.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1939	1940	1941	1939	1940	1941
January	71.0	84.2	92.9	98.4	112.6	123.2
February	71.0	84.8	94.4	94.4	108.2	125.4
March	86.0	95.4	111.3	91.7	105.8	124.6
April	97.1	105.2		102.0	106.2	
May	101.4	111.9		98.4	108.1	
June	98.9	108.7		94.3	106.5	
July	75.0	88.0		101.2	114.6	
August	80.4	99.8		95.7	116.6	
September	117.3	114.1		113.3	116.7	
October	132.4	141.1		118.0	120.9	
November	123.9	150.9		107.1	128.5	
December	188.9	210.2		116.4	132.2	

(a)Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1941

Department store sales in Canada, stimulated by a brisk Easter trade, moved sharply upwards during April. The dollar volume of sales gained 26 per cent over April, 1940, while improvement of 19 per cent was recorded over March of this year. Unadjusted indexes (on the base, 1935 - 1939 equals 100) stood at 132.3 for April, 1941, 105.2 for April, 1940 and 111.4 for March, 1941.

After making adjustments for differences in number of business days and for normal seasonal variations, as well as an arbitrary adjustment for the shifting date of Easter, the index for April was 133.5, considerably above the 125 level about which the indexes were sustained during the first three months of this year. The adjusted index for April was 7 per cent above the 124.8 recorded in March, 1941, and 26 per cent higher than the 106.2 shown for April last year.

The Maritime Provinces again recorded a most substantial gain of 33 per cent over April, 1940. Increases in Ontario and Quebec were closely allied at 27 and 26 per cent respectively, while gains in the western provinces were also similar, in advance of 21 per cent in the Prairie Provinces being followed by a gain of 20 per cent in British Columbia.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1939	1940	1941	1939	1940	1941
January	71.0	84.2	93.1	98.4	112.6	123.5
February	71.0	84.8	94.8	94.4	108.2	126.1
March	86.0	95.4	111.4	91.7	105.8	124.8
April	97.1	105.2	132.3	102.0	106.2	133.5
May	101.4	111.9		98.4	108.1	
June	98.9	108.7		94.3	106.5	
July	75.0	88.0		101.2	114.6	
August	80.4	99.8		95.7	116.6	
September	117.3	114.1		113.3	116.7	
October	132.4	141.1		118.0	120.9	
November	123.9	150.9		107.1	128.5	
December	188.9	210.2		116.4	132.2	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1941

Sales of Canadian department stores were 20 per cent higher in May of this year than last, while an increase of 2 per cent was recorded over the immediately preceding month of April. Unadjusted indexes (on the base, 1935 - 1939 equals 100) stood at 134.7 for May, 1941, 111.9 for May, 1940, and 132.1 for April, 1941. Cumulative totals for the first five months of this year stand 18 per cent higher than in the similar period a year ago and 33 per cent over sales in the corresponding five months of 1939.

The adjusted index of sales, wherein account is taken of differences in number of business days and also of normal seasonal variations, was 3 per cent below the high point reached in April of this year, while a gain of 20 per cent over May, 1940 was similar to that recorded in the unadjusted series. The index for the month under review was 129.6, as compared with 133.3 for April, 1941, and 108.1 for May last year.

Gains over May, 1940 in the various economic divisions were comparatively uniform, the following increases being recorded: 28 per cent in the Maritime Provinces, 22 per cent in Ontario, 21 per cent in British Columbia, 18 per cent in the Prairie Provinces and 17 per cent in Quebec.

Note:--This series of preliminary reports on department store sales will cease with the present issue. This will be replaced by a special report on department store sales giving the indexes contained in the present series, indexes by economic divisions of the country and also a table showing the trend in department store sales by departments. The new bulletin will be published about a week later than the usual date of issue of the present series.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1939	1940	1941	1939	1940	1941
January	71.0	84.2	93.1	98.4	112.6	123.5
February	71.0	84.8	94.8	94.4	108.2	126.1
March	86.0	95.4	111.5	91.7	105.8	124.9
April	97.1	105.2	132.1	102.0	106.2	133.3
May	101.4	111.9	134.7	98.4	108.1	129.6
June	98.9	108.7		94.3	106.5	
July	75.0	88.0		101.2	114.6	
August	80.4	99.8		95.7	116.6	
September	117.3	114.1		113.3	116.7	
October	132.4	141.1		118.0	120.9	
November	123.9	150.9		107.1	128.5	
December	188.9	210.2		116.4	132.2	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1941

Department store sales in Canada in June, 1941 declined 8 per cent below May but were 14 per cent higher than in June a year ago. The 14 per cent increase compared with June last year is somewhat below the average increase recorded for earlier months, cumulative totals for the first half of the current year standing 17 per cent above the first six months of 1940. Unadjusted indexes of sales on the base 1935 - 1939 equals 100 are 123.9 for June, 1941, 108.7 for June, 1940 and 134.4 for May, 1941.

The 8 per cent decline below May this year is greater than the usual seasonal movement. The index, adjusted both for number of business days and also for normal seasonal movements, stood at 123.3 for the month under review, 6 per cent below the 129.4 recorded for May of this year, but 16 per cent higher than the 106.5 shown for June of last year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	<u>1940</u>		<u>1941</u>
	<u>June</u>	<u>April</u>	<u>May</u>
Unadjusted indexes	108.7	132.2	134.4
Adjusted indexes (a)	106.5	133.4	129.4
			123.9
			123.3

The Maritime Provinces continued to lead other regions of the country in point of view of increased sales with a gain of 25 per cent over June, 1940. Results for other sections revealed increases within a narrow range of 5 points, a gain of 15 per cent in the Prairie Provinces being followed by increases of 14 per cent in Ontario, 11 per cent in British Columbia and 10 per cent in Quebec.

Sales of 15 departmental firms which reported sales by departments averaged 15 per cent higher in June this year than last. Increases were shown for all departments with the exception of radio and musical instruments which reported a decrease of 15 per cent below June last year. Sales of this department in June a year ago, however, were abnormally high. Other household departments showed substantially higher sales than in June a year ago. Sales of hardware and kitchen utensils were up 28 per cent; furniture sales gained 22 per cent; household appliances and electrical supplies were up 19 per cent and home furnishings, 16 per cent. Sales of women's clothing increased 16 per cent; sales of men's clothing increased 14 per cent, while a gain of 7 per cent in sales of shoes and other footwear was recorded. Sales of food and kindred products averaged only 4 per cent higher than in June a year ago.

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JUNE, 1940 AND JUNE, 1941

(Based on sales of 15 firms)

	June 1940	June 1941	% Change 1941/40
	\$	\$	
TOTAL SALES	19,483,246	22,327,407	+ 14.6
1. Women's dresses, coats and suits	1,934,420	2,237,945	+ 15.7
2. Girls' and infants' wear	574,677	749,365	+ 30.4
3. Hosiery and gloves	785,810	823,199	+ 4.8
4. Lingerie and corsets	953,990	1,153,402	+ 20.9
5. Millinery	260,889	282,167	+ 8.2
6. Women's and children's apparel--(Total, 1-5) ..	4,509,786	5,246,078	+ 16.3
7. Men's and boys' clothing and furnishings	2,191,960	2,490,210	+ 13.6
8. Drugs and toilet articles and preparations	544,956	604,321	+ 10.9
9. Piece goods	1,363,633	1,513,200	+ 11.0
10. Smallwares	581,741	620,026	+ 6.6
11. Food and kindred products	1,804,230	1,881,253	+ 4.3
12. Furniture (including mattresses, springs)	1,117,288	1,360,102	+ 21.7
13. Home furnishings	1,454,586	1,686,743	+ 16.0
14. Household appliances and electrical supplies ...	608,140	722,253	+ 18.8
15. Hardware and kitchen utensils	790,970	1,009,485	+ 27.6
16. Radios, musical instruments and supplies	285,466	242,828	- 14.9
17. Shoes and other footwear	1,781,172	1,911,821	+ 7.3
18. Stationery, books and magazines	197,557	223,513	+ 13.1
19. All other departments, total	2,251,761	2,815,574	+ 25.0

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1941

Department store sales in Canada in July, 1941, declined 17 per cent below June, but were 16 per cent higher than in July a year ago. Unadjusted indexes (on the base - 1935 to 1939 equals 100) stood at 102.2 for July, 1941, 88.0 for July, 1940, and 123.7 for June, 1941. Cumulative totals showed a gain of 17 per cent in the first seven months of this year compared with last.

The index adjusted for differences in number of business days and also for normal seasonal movements advanced sharply to 132.5 in July, 1941, from the 123.1 recorded in the immediately preceding month. The increase over July, 1940, when the adjusted index was 114.6, amounted to 16 per cent, a gain similar to that recorded in the unadjusted series.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	<u>1940</u>		<u>1941</u>	
	<u>July</u>	<u>May</u>	<u>June</u>	<u>July</u>
Unadjusted indexes	88.0	134.3	123.7	102.2
Adjusted indexes (a)	114.6	129.2	123.1	132.5

The largest among the gains shown for various regions of the country was a 23 per cent advance in the Maritime Provinces. Results for other sections of the country revealed similar gains, an increase of 18 per cent in British Columbia being followed by improvement of 16 per cent in Quebec and 15 per cent in both Ontario and the Prairie Provinces.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Sales of 18 department stores which reported a breakdown of sales by departments averaged 17 per cent higher in July this year over last. Sales were higher for all departments, with most outstanding gains occurring in sales of durable goods. Hardware sales were 28 per cent higher than in July, 1940, while sales of household appliances and electrical supplies were up 27 per cent. Sales of radios and musical instruments gained 21 per cent, home furnishings recorded sales 20 per cent higher, while furniture sales advanced 18 per cent. Sales of food increased 16 per cent over July of last year. Sales of women's clothing were up 12 per cent, while men's clothing sales gained 11 per cent and shoe sales were 10 per cent above last year.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales were 10 per cent higher in July, 1941, than in July, 1940, according to a supplementary summary which has been compiled for that city. Sales declined 27 per cent below June. The gain over July, 1940, is the lowest recorded in corresponding month comparisons since the first of this year and compares with an average gain of 20 per cent shown for the first seven months of this year over the corresponding period a year ago.

NOTE: The results for Quebec province may be taken as representative of the trend in department store sales in the city of Montreal and the figures for British Columbia are fairly indicative of the trend in sales in Vancouver. The number of department stores in other Canadian cities is too small to permit the publication of separate indexes.

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1940 and JULY, 1941

(Based on sales of 18 firms)

	July 1940	July 1941	% Change 1941/1940
TOTAL SALES	\$ 15,440,411	18,034,159	+ 16.8
1. Women's dresses, coats and suits	1,317,582	1,411,017	+ 7.1
2. Girls' and infants' wear	402,584	501,427	+ 24.6
3. Hosiery and gloves	585,444	629,384	+ 7.5
4. Lingerie and corsets	775,666	916,880	+ 18.2
5. Millinery	112,845	123,382	+ 9.3
6. Women's and children's apparel--(Total, 1-5) .	3,194,121	3,582,090	+ 12.1
7. Men's and boys' clothing and furnishings	1,577,770	1,754,364	+ 11.2
8. Drugs and toilet articles and preparations	505,001	585,902	+ 16.0
9. Piece goods	1,182,619	1,385,962	+ 17.2
10. Smallwares	494,882	561,521	+ 13.5
11. Food and kindred products	1,610,606	1,864,728	+ 15.8
12. Furniture (including mattresses and springs) .	1,086,611	1,283,609	+ 18.1
13. Home furnishings	1,169,242	1,398,471	+ 19.6
14. Household appliances and electrical supplies .	497,667	633,039	+ 27.2
15. Hardware and kitchen utensils	667,985	854,987	+ 28.0
16. Radios, musical instruments and supplies	186,845	225,407	+ 20.6
17. Shoes and other footwear	1,100,962	1,215,558	+ 10.4
18. Stationery, books and magazines	176,556	207,288	+ 17.4
19. All other departments, total	1,989,544	2,481,233	+ 24.7

1. *Chlorophyllum molybdites* (L.) Pers. (1801)

2. *Chlorophyllum molybdites* (L.) Pers. (1801)

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28. *Chlorophyllum molybdites* (L.) Pers. (1801)

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ol. IV. - No. 8

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1941

Department store sales in Canada in August, 1941, increased 18 per cent over July, and were 20 per cent greater than in August a year ago. Unadjusted indexes on the base - 1935 to 1939 equals 100) stood at 120.2 for August, 1941, 99.8 for August, 1940, and 102.2 for July, 1941. Cumulative totals showed a gain of 17 per cent in the first eight months of this year compared with last.

The index adjusted for differences in number of business days and also for normal seasonal movements advanced sharply to 145.8 in August, 1941, from the 132.5 recorded in the immediately preceding month. The increase over July, 1940, when the adjusted index was 116.6, amounted to 25 per cent.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	<u>1940</u>		<u>1941</u>	
	<u>August</u>	<u>June</u>	<u>July</u>	<u>August</u>
Unadjusted indexes	99.8	123.7	102.2	120.2
Adjusted indexes (a) ..	116.6	123.1	132.5	145.8

The largest among the gains shown for various regions of the country was a 28 per cent advance in the Maritime Provinces. Results for other sections of the country revealed gains of 23 per cent in Quebec, 22 per cent in Ontario, 19 per cent in the Prairie Provinces, and 13 per cent in British Columbia.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 17 departmental firms which reported a breakdown of sales by departments averaged 21 per cent higher in August this year over last. Increases for departments dealing in durable goods were generally higher than those recorded for other departments, although sales of women's clothing were sharply higher due chiefly to the heavy demand for hosiery. Sales of household appliances and electrical supplies advanced 2 per cent, hardware sales gained 28 per cent, sales of home furnishings were up 24 per cent, while identical gains of 20 per cent were recorded for the furniture and for the radio and musical instrument departments. Women's clothing sales gained 27 per cent, men's clothing increased 18 per cent, with sales of footwear showing a rise of 12 per cent over August, 1940. Food sales in department stores were up 17 per cent and drugs advanced 16 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales were 21 per cent higher in August, 1941, than in August, 1940, according to a supplementary summary which has been prepared for that city. An average gain of 20 per cent was recorded for the first eight months of this year over the corresponding period of 1940.

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1940 AND AUGUST, 1941

(Based on sales of 17 firms)

	August 1940 \$	August 1941 \$	% Change, 1941/1940
TOTAL SALES	17,478,172	21,191,015	+ 21.2
Women's dresses, coats and suits	1,528,528	1,801,415	+ 17.9
Girls' and infants' wear	502,544	640,050	+ 27.4
Hosiery and gloves	649,241	1,088,351	+ 67.6
Lingerie and corsets	699,978	808,521	+ 15.5
Millinery	207,894	222,747	+ 7.1
Women's and children's apparel--(Total, 1-5)..	3,588,185	4,561,084	+ 27.1
Men's and boys' clothing and furnishings	1,613,130	1,895,740	+ 17.5
Drugs and toilet articles and preparations ...	522,846	604,933	+ 15.7
Piece goods	1,468,539	1,789,204	+ 21.8
Smallwares	576,862	666,520	+ 15.5
Food and kindred products	1,613,774	1,892,330	+ 17.3
Furniture (including mattresses and springs) .	1,624,956	1,954,558	+ 20.3
Home furnishings	1,405,488	1,746,314	+ 24.2
Household appliances and electrical supplies .	569,313	750,681	+ 31.9
Hardware and kitchen utensils	691,150	886,006	+ 28.2
Radios, musical instruments and supplies	231,353	277,537	+ 20.0
Shoes and other footwear	1,176,257	1,312,187	+ 11.6
Stationery, books and magazines	233,276	275,441	+ 18.1
All other departments, total	2,163,043	2,578,480	+ 19.2

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OTTAWA, CANADA

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1941

Sales of Canadian department stores in September, 1941, were 15 per cent higher than in August and were up 22 per cent over September a year ago. Unadjusted indexes (on the base - 1935 to 1939 equals 100) stood at 139.0 for September, 1941, 114.1 for September, 1940, and 120.4 for August, 1941. Cumulative totals revealed a gain of 18 per cent in the first nine months of this year compared with sales in the corresponding period of 1940.

The index adjusted for differences in number of business days and also for normal seasonal movements, which advanced sharply to 146.1 in August, fell to 137.0 in September, but was still well above the level prevailing during the first seven months of this year. The increase over September, 1940, when the adjusted index stood at 116.7, amounted to 17 per cent.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1940</u> <u>September</u>	<u>1941</u> <u>July</u>	<u>1941</u> <u>August</u>	<u>September</u>
Unadjusted indexes	114.1	102.2	120.4	139.0
Adjusted indexes(a)	116.7	132.5	146.1	137.0

The largest among the gains shown for various regions of the country was a 31 per cent advance in the Maritime Provinces. Results for other sections of the country revealed gains of 28 per cent in British Columbia, 23 per cent in the Prairie Provinces, 21 per cent in Quebec and 18 per cent in Ontario.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 18 departmental firms which reported a breakdown of sales by departments averaged 22 per cent higher in September this year over last. Sales of clothing, food and hardware recorded most outstanding gains among the results shown for various departments. Men's clothing showed a gain of 26 per cent in sales over September last year, while women's clothing sales were 23 per cent higher. Sales of footwear increased 16 per cent. Food purchases in department stores showed a rise of 26 per cent over September a year ago. Hardware sales increased 29 per cent, while dollar sales of departments dealing in durable household goods were as follows: 24 per cent for household appliances, 17 per cent for home furnishings, 15 per cent for furniture and only 5 per cent in radios and musical instruments.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales were 16 per cent higher in September, 1941, than in September, 1940, according to a supplementary summary which has been prepared for that city. An average gain of 20 per cent was recorded for the first nine months of this year over last.

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SEPTEMBER, 1940 AND SEPTEMBER, 1941

(Based on sales of 18 firms)

	September 1940	September 1941	% Change 1941/40
	\$	\$	
TOTAL SALES	21,331,586	25,918,321	+ 21.5
1. Women's dresses, coats and suits	2,137,376	2,625,507	+ 22.8
2. Girls' and infants' wear	859,472	1,176,461	+ 36.9
3. Hosiery and gloves	915,302	1,104,334	+ 20.7
4. Lingerie and corsets	834,062	1,003,528	+ 20.3
5. Millinery	419,528	444,257	+ 5.9
6. Women's and children's apparel--(Total, 1-5)	5,165,740	6,354,087	+ 23.0
7. Men's and boys' clothing and furnishings	2,473,208	3,118,146	+ 26.1
8. Drugs and toilet articles and preparations	531,990	636,924	+ 19.7
9. Piece goods	1,643,021	1,979,806	+ 20.5
10. Smallwares	706,812	813,000	+ 15.0
11. Food and kindred products	1,616,923	2,032,509	+ 25.7
12. Furniture (including mattresses and springs)	1,367,311	1,577,968	+ 15.4
13. Home furnishings	1,649,063	1,924,995	+ 16.7
14. Household appliances and electrical supplies	778,282	966,059	+ 24.1
15. Hardware and kitchen utensils	702,532	908,059	+ 29.3
16. Radios, musical instruments and supplies	365,570	385,454	+ 5.4
17. Shoes and other footwear	1,680,233	1,942,173	+ 15.6
18. Stationery, books and magazines	394,722	453,241	+ 14.8
19. All other departments, total	2,256,179	2,825,900	+ 25.3

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1941

Department store sales in Canada in October, 1941, increased 15 per cent from September and were 13 per cent above October, 1940. Unadjusted indexes (on the base-35 to 1939 equals 100) stood at 159.8 for October, 1941, 141.1 for October, 1940, and 136.6 for September, 1941. The average gain for the first ten months of this year over last was 17 per cent.

The index adjusted for differences in number of business days and also for normal seasonal movements was almost unchanged from September, standing at 136.4 for October as against 136.6 for the preceding month. The adjusted index for the month under review was 13 per cent above the 120.9 reported for October, 1940.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1940 October	1941 August	1941 September	1941 October
Unadjusted indexes	141.1	120.4	138.6	159.8
Adjusted indexes (a)	120.9	146.1	136.6	136.4

Comparisons between October this year and last for various regions of the country revealed that a 21 per cent gain for Quebec exceeded those recorded for other sections. The Maritime Provinces and British Columbia recorded increases of 18 per cent, closely followed by Ontario with improvement of 16 per cent. A lesser gain of 3 per cent occurred in the Prairie Provinces.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 17 departmental firms which reported sales by departments averaged 15 per cent higher in October this year than in the same month a year ago. Sales in drug, food and hardware departments were up 22 per cent, while sales in stationery and book departments increased 20 per cent. Men's clothing and women's clothing were up 12 and 11 per cent respectively with boot and shoe departments reporting improvement of 11 per cent. Increases in sales of furniture, home furnishings and household appliances ranged from 17 to 17 per cent. Radios and musical instruments registered a small gain of 3 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales were 10 per cent higher in October, 1941, than in October, 1940, according to a supplementary summary which has been prepared for this city. An average gain of 19 per cent was recorded for the first ten months of this year over last.

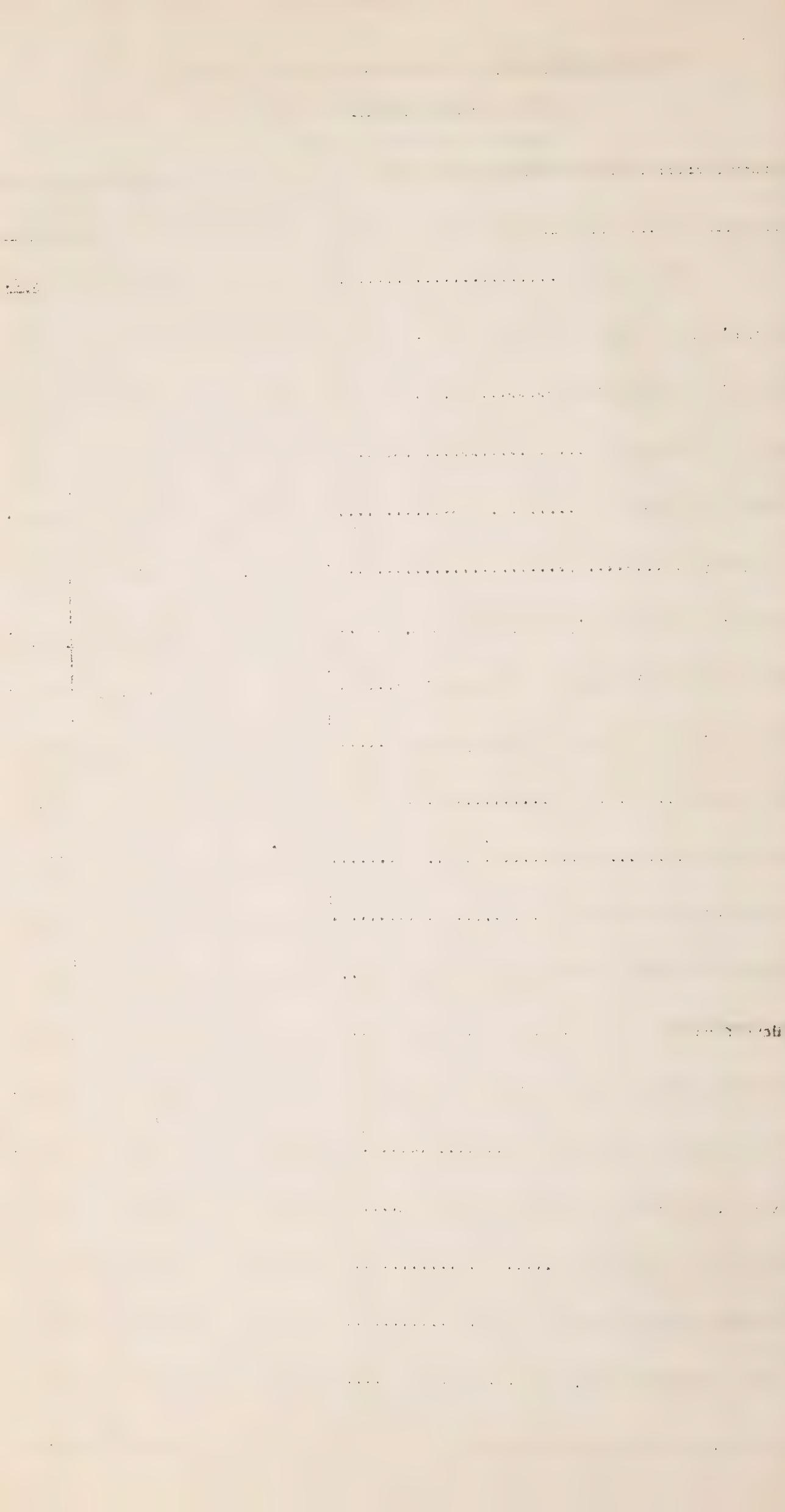
Adjusted to allow for differences in number of business days and also for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

OCTOBER, 1940 AND OCTOBER, 1941

(Based on sales of 17 firms)

	October 1940	October 1941	% Change 1941/40
TOTAL SALES	24,830,225	28,422,828	+14.5
Women's dresses, coats and suits	2,937,324	3,221,016	+9.7
Girls' and infants' wear.....	1,185,556	1,407,303	+18.7
Hosiery and gloves.....	1,185,783	1,300,735	+9.7
Lingerie and corsets	1,089,036	1,204,931	+10.6
Millinery	378,460	378,791	+0.1
Women's and children's apparel--(Total, 1-5)...	6,776,159	7,512,776	+10.9
Men's and boys' clothing and furnishings.....	3,405,014	3,828,505	+12.4
Drugs and toilet articles and preparations.....	561,548	683,286	+21.7
Piece goods.....	1,908,843	2,183,354	+14.4
Smallwares.....	837,113	951,092	+13.6
Food and kindred products.....	1,933,285	2,356,985	+21.9
Furniture (including mattresses and springs)...	1,304,346	1,471,016	+12.8
Home furnishings.....	1,742,400	2,021,658	+16.0
Household appliances and electrical supplies...	752,062	880,081	+17.0
Hardware and kitchen utensils.....	745,201	908,587	+21.9
Radios, musical instruments and supplies.....	379,607	393,263	+3.6
Shoes and other footwear.....	1,838,478	2,046,842	+11.3
Stationery, books and magazines.....	297,004	356,495	+20.0
All other departments, total.....	2,349,165	2,828,888	+20.4



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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1941

Retail purchases in Canadian department stores for November, 1941, declined 2 per cent from October, but were 4 per cent above November a year ago. Unadjusted indexes (on the base-1935-1939 equals 100) stood at 156.4 for November, 1941, 150.9 for November, 1940, and 160.0 for October, 1941. Sales averaged 16 per cent higher in the first eleven months of this year over last.

The index adjusted for differences in number of business days and also for normal seasonal variations was slightly higher than in October, standing at 138.4 for November as against 136.5 for the preceding month. The adjusted index for the month under review was 8 per cent above the 128.5 reported for November, 1940.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1940 November	1941 September	1941 October	1941 November
Unadjusted indexes	150.9	138.6	160.0	156.4
Adjusted indexes (a)	128.5	136.6	136.5	138.4

The Maritime Provinces recorded improvement of 17 per cent over November, 1940, leading other regions of the country. Quebec and British Columbia reported gains of 7 per cent, while Ontario sales increased 3 per cent. Sales in the Prairie Provinces were 1 per cent below those in November a year ago.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 26 departmental firms which reported sales by departments averaged 4 per cent higher in November this year than in the same month a year ago. Sales of home furnishings increased 3 per cent, while sharp declines occurred in other household lines. Furniture sales were down 4 per cent from November, 1940, sales of household appliances fell off 14 per cent, while sales of radio and musical instrument departments were 23 per cent lower. These decreases are in contrast with outstanding gains for these departments which featured the results for earlier months of this year. There were also marked reductions in the extent of the gains which had heretofore been recorded in the clothing departments. Sales of men's clothing were up 5 per cent and women's clothing, 1 per cent, with shoes recording a decrease of 1 per cent. The largest increases shown for November this year over last were in the food and hardware departments, sales being 5 per cent higher in each case.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales were fractionally lower in November, 1941, than in November, 1940, according to a supplementary summary which has been prepared for that city. An average gain of 16 per cent was recorded for the first eleven months of this year over last.

a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1940 AND NOVEMBER, 1941

(Based on sales of 16 firms)

	November 1940	November 1941	% Change, 1941/40
TOTAL SALES.....	26,596,457	27,674,813	+ 4.1
1. Women's dresses, coats and suits.....	2,908,117	2,923,543	+ 0.5
2. Girls' and infants' wear.....	1,120,367	1,226,020	+ 9.4
3. Hosiery and gloves.....	1,311,013	1,374,319	+ 4.8
4. Lingerie and corsets.....	1,199,334	1,238,594	+ 3.3
5. Millinery.....	305,895	305,825	(a)
6. Women's and children's apparel--(Total, 1-5) ..	6,844,726	7,068,301	+ 3.3
7. Men's and boys' clothing and furnishings	3,731,886	3,916,528	+ 4.9
8. Drugs and toilet articles and preparations....	693,488	751,638	+ 8.4
9. Piece goods.....	1,789,695	1,942,519	+ 8.5
10. Smallwares.....	1,028,404	1,063,643	+ 3.4
11. Food and kindred products.....	2,099,377	2,412,715	+14.9
12. Furniture (including mattresses and springs). .	1,134,211	1,087,580	- 4.1
13. Home furnishings.....	1,646,129	1,690,152	+ 2.7
14. Household appliances and electrical supplies. .	712,627	613,641	-13.9
15. Hardware and kitchen utensils	651,797	749,018	+14.9
16. Radios, musical instruments and supplies....	444,576	344,046	-22.6
17. Shoes and other footwear.....	2,239,489	2,222,367	- 0.8
18. Stationery, books and magazines.....	500,800	520,362	+ 3.9
19. All other departments, total	3,079,252	3,292,303	+ 6.9

(a) Decline of less than 0.1 per cent.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1941

Dollar sales of department stores in Canada during the month of December, 1941 increased by 54 per cent over November and were 14 per cent higher than in December, 1940. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stood at 239.4 for December, 1941, 155.4 for November and at 210.2 for December, 1940.

The 14 per cent increase over December, 1940 was about on a par with the spread between the two years recorded in comparisons for other months, cumulative totals for the calendar year 1941 standing 15 per cent above the previous twelve-month period. The 54 per cent increase over November was considerably greater than the usual seasonal movement, the adjusted index of sales (adjusted both for differences in number of business days and for normal seasonal variations) increasing from 137.6 in November to 145.8 in December.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1940</u> December	<u>1941</u> October	<u>1941</u> November	<u>1941</u> December
Unadjusted indexes.....	210.2	160.0	155.4	239.4
Adjusted indexes (a).....	132.2	136.5	137.6	145.8

Results on a regional basis indicate a larger increase in department store sales in Quebec than in other parts. Quebec sales were up 18 per cent in December, 1941 over December, 1940 while annual totals for 1941 were up 16 per cent. Increases in December, 1941 over December, 1940 for other regions with figures for the year in brackets are as follows: Maritime Provinces, 13 per cent (22 per cent); Ontario, 14 per cent (16 per cent); Prairie Provinces, 13 per cent (12 per cent); and British Columbia, 13 per cent (16 per cent).

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 20 department store companies reporting sales on a departmental basis averaged 14 per cent higher in December, 1941 than 1940. The household appliances and electrical supply department was down 15 per cent; the radio and musical instrument department declined 12 per cent while gains over December, 1940 year were recorded for all other departments for which separate figures are compiled.

DEPARTMENT STORE SALES IN OTTAWA

Department store sales in Ottawa alone averaged 14 per cent higher in December, 1941 than in December, 1940. Sales for the year 1941 were up 16 per cent over 1940.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1940 AND DECEMBER, 1941

(Based on sales of 20 firms)

	December 1940	December 1941	% Change, 1941/40
	\$	\$	
TOTAL SALES	39,222,904	44,807,483	+14.2
1. Women's dresses, coats and suits	3,072,980	3,535,611	+15.1
2. Girls' and infants wear	1,430,052	1,785,458	+24.9
3. Hosiery and gloves	2,366,088	2,526,238	+ 6.8
4. Lingerie and corsets	2,110,660	2,452,105	+16.2
5. Millinery	247,814	283,161	+14.3
6. Women's and children's apparel--(Total, 1-5) ..	9,227,594	10,582,573	+14.7
7. Men's and boys' clothing and furnishings....	5,242,934	6,192,207	+18.1
8. Drugs and toilet articles and preparations...	1,624,640	1,850,623	+13.9
9. Piece goods.....	2,168,163	2,588,179	+19.4
10. Smallwares	1,714,754	1,981,498	+15.6
11. Food and kindred products	2,677,601	3,126,883	+16.8
12. Furniture (including mattresses and springs). .	1,423,200	1,452,658	+ 2.1
13. Home furnishings	2,053,616	2,333,999	+13.7
14. Household appliances and electrical supplies.	1,028,060	878,128	-14.6
15. Hardware and kitchen utensils	954,630	1,086,976	+13.9
16. Radios, musical instruments and supplies.....	721,217	637,640	-11.6
17. Shoes and other footwear.....	2,707,856	3,324,837	+22.8
18. Stationery, books and magazines	1,274,062	1,460,536	+14.6
19. All other departments, total.....	6,404,577	7,310,746	+14.1

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1942

Dollar sales of department stores in Canada for January, while declining 2 per cent below the Christmas peak in December, were 25 per cent higher than in January, 1941. All regions of the country and all departments shared in the increase. Unadjusted indexes of dollar sales on the base, 1935-1939 = 100, stand at 116.0 for January, 1942, 239.2 for December, 1941 and 93.1 for January a year ago.

The 25 per cent increase over January, 1941 compares with increases of 3 per cent, 4 per cent and 14 per cent recorded in October, November and December of 1941 over the preceding year. The 52 per cent reduction in January below December was less than the usual decline, the index of sales when adjusted both for differences in number of business days in different months and also for normal seasonal movements, advancing from 145.8 for December, 1941 to 152.1 for January, 1942.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1941			1942
	January	November	December	January
Unadjusted indexes	93.1	155.4	239.2	116.0
Adjusted indexes (a)	123.5	137.6	145.8	152.1

Results for various regions of the country revealed increases ranging from 20 to 27 per cent. Ontario sales were up 27 per cent, closely followed by British Columbia and the Maritime Provinces with gains of 26 and 25 per cent respectively. Sales in the Prairie Provinces were 23 per cent higher, while an increase of 20 per cent was recorded in Quebec.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Sales of 16 departmental firms which reported sales by departments averaged 23 per cent higher in January, 1942, than in the same month last year. Sales of footwear, clothing, household appliance and radio departments led others in extent of gains over January, 1941. Shoe department sales were up by almost fifty per cent from last year; women's clothing averaged 29 per cent higher, while sales of men's clothing were up 23 per cent. Sales in radio and household appliance departments averaged 25 per cent higher. It should be noted that these percentages are based on dollar sales and make no allowance for higher prices resulting from various factors including the 25 per cent excise tax in the case of radios and electrical appliances.

DEPARTMENT STORE SALES IN OTTAWA

Department store sales in Ottawa averaged 13 per cent higher in January, 1942 than in January, 1941.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JANUARY, 1941 AND JANUARY, 1942

(Based on sales of 16 firms)

	January 1941	January 1942	% Change, 1941 / 40
	\$	\$	
TOTAL SALES	16,982,484	20,953,765	+23.4
Women's dresses, coats and suits	1,429,275	1,762,666	+23.3
Girls' and infants' wear	423,700	562,840	+32.8
Hosiery and gloves	628,747	807,025	+28.4
Lingerie and corsets	804,649	1,129,877	+40.4
Millinery	110,073	129,913	+18.0
Women's and children's apparel--(Total, 1-5)	3,396,444	4,392,321	+29.3
Men's and boys' clothing and furnishings...	1,653,548	2,031,614	+22.9
Drugs and toilet articles and preparations	591,172	712,847	+20.6
Piece goods	1,865,222	2,243,075	+20.3
Smallwares	717,010	874,425	+22.0
Food and kindred products	1,846,093	2,273,446	+23.1
Furniture (including mattresses and springs)	1,251,841	1,393,391	+11.3
Home furnishings	1,179,108	1,314,366	+11.5
Household appliances and electrical supplies	476,390	597,117	+25.3
Hardware and kitchen utensils	707,654	850,555	+20.2
Radios, musical instruments and supplies...	312,153	391,747	+25.5
Shoes and other footwear	893,015	1,327,428	+48.6
Stationery, books and magazines	287,999	337,618	+17.2
All other departments, total	1,804,835	2,213,815	+22.7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1942

Sales in Canadian department stores during February were 12 per cent higher than in February, 1941, but declined 8 per cent below January, 1942. This decline was contrary to the usual seasonal movement and reflects the unusually heavy retail purchasing which occurred in the first month of the year. Unadjusted indexes (on the base, 1935 to 1939 equals 100) stood at 106.2 for February, 1942, 115.2 for January, 1942, and 94.8 for February last year. There was an increase of 18 per cent in sales during the first two months of this year over last.

After advancing from 137.8 in November, 1941, to 145.8 in December, 1941, and reaching 151.1 in January of this year, the index adjusted for differences in number of business days and for normal seasonal variations fell off to 141.1 in the month under review, or 12 per cent above the 126.1 recorded in February, 1941.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1941	1942		
	February	December	January	February
Unadjusted Indexes	94.8	239.2	115.2	106.2
Adjusted Indexes (a)	126.1	145.8	151.1	141.1

Regional increases in dollar volume of sales in February, 1942, over February, 1941, with increases for the first two months of this year over last in brackets, were as follows: Maritime Provinces, 16 per cent (20 per cent); Quebec, 15 per cent (16 per cent); Ontario, 13 per cent (19 per cent); Prairie Provinces, 7 per cent (15 per cent); and British Columbia, 15 per cent (21 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February sales of 18 departmental firms which reported sales by departments averaged 12 per cent higher than in the same month of last year. Sales of furniture departments were down by 3 per cent, but results for other departments revealed gains over February, 1941, although these were in most cases somewhat smaller than those which were recorded during immediately preceding months. The largest increase shown was in the foot-wear department where sales averaged 28 per cent higher, while both men's and women's clothing recorded gains of 15 per cent. Food sales were up 16 per cent from February a year ago. Increases in dollar sales of departments handling household requirements were as follows: 17 per cent for radios and musical instruments, 8 per cent for home furnishings and 7 per cent for household appliances and electrical supplies.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores averaged 20 per cent higher in February this year over last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

FEBRUARY, 1941 AND FEBRUARY, 1942

(Based on dollar sales of 18 firms)

	February 1941	February 1942	% Change, 1942/41
TOTAL SALES	\$ 17,506,531	19,544,703	+11.6
1. Women's dresses, coats and suits	1,418,543	1,554,186	+ 9.6
2. Girls' and infants' wear	440,295	516,351	+17.3
3. Hosiery and gloves	628,082	772,086	+22.9
4. Lingerie and corsets	747,234	897,435	+20.1
5. Millinery	131,128	130,555	- 0.4
6. Women's and children's apparel--(Total, 1-5).	3,365,282	3,870,613	+15.0
7. Men's and boys' clothing and furnishings ...	1,554,315	1,783,079	+14.7
8. Drugs and toilet articles and preparations..	630,506	708,087	+12.3
9. Piece goods	1,635,499	1,830,483	+11.9
10. Smallwares	714,167	785,517	+10.0
11. Food and kindred products	1,851,445	2,149,203	+16.1
12. Furniture (including mattresses and springs)	1,582,515	1,528,797	- 3.4
13. Home furnishings	1,368,228	1,473,561	+ 7.7
14. Household appliances and electrical supplies	562,592	601,126	+ 6.8
15. Hardware and kitchen utensils	859,443	865,610	+ 0.7
16. Radios, musical instruments and supplies ...	305,653	356,796	+16.7
17. Shoes and other footwear	911,429	1,166,580	+28.0
18. Stationery, books and magazines	302,734	343,957	+13.6
19. All other departments, total	1,862,723	2,081,294	+11.7

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INTERNAL TRADE BRANCH
OTTAWA, CANADA

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1942

Department store sales in Canada in March, 1942, were 27 per cent greater than March of last year and stood 31 per cent above February, 1942. Unadjusted indexes the base, average for 1935 to 1939 equals 100) stood at 141.2 for March, 1942, 107.4 February, 1942 and 111.6 for March, 1941. Sales in the first quarter of this year raged 21 per cent above the corresponding period of 1941.

Notwithstanding the fact that a portion of the increase over March a year ago ulted from a slightly greater concentration of Easter buying in March this year, the ume of trade exceeded the normal seasonal business. The adjusted index established a all-time peak as it reached 157.0 in the month under review, reacting from the sharp back which occurred in February when the index fell to 142.7 from 151.1 in January, 2. The adjusted index was 26 per cent higher than the 125.0 recorded for March last r.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	1941	1942		
	March	January	February	March
Unadjusted Indexes	111.6	115.2	107.4	141.2
Adjusted Indexes (a)	125.0	151.1	142.7	157.0

Regional increases in dollar volume of sales in March, 1942 over March, 1, with increases for the first 3 months of this year over last in brackets, were as follows: Maritime Provinces, 36 per cent (26 per cent); Quebec, 36 per cent (24 per cent); Ontario, 29 per cent (23 per cent); Prairie Provinces, 20 per cent, (18 per cent) and British Columbia, 16 per cent (19 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

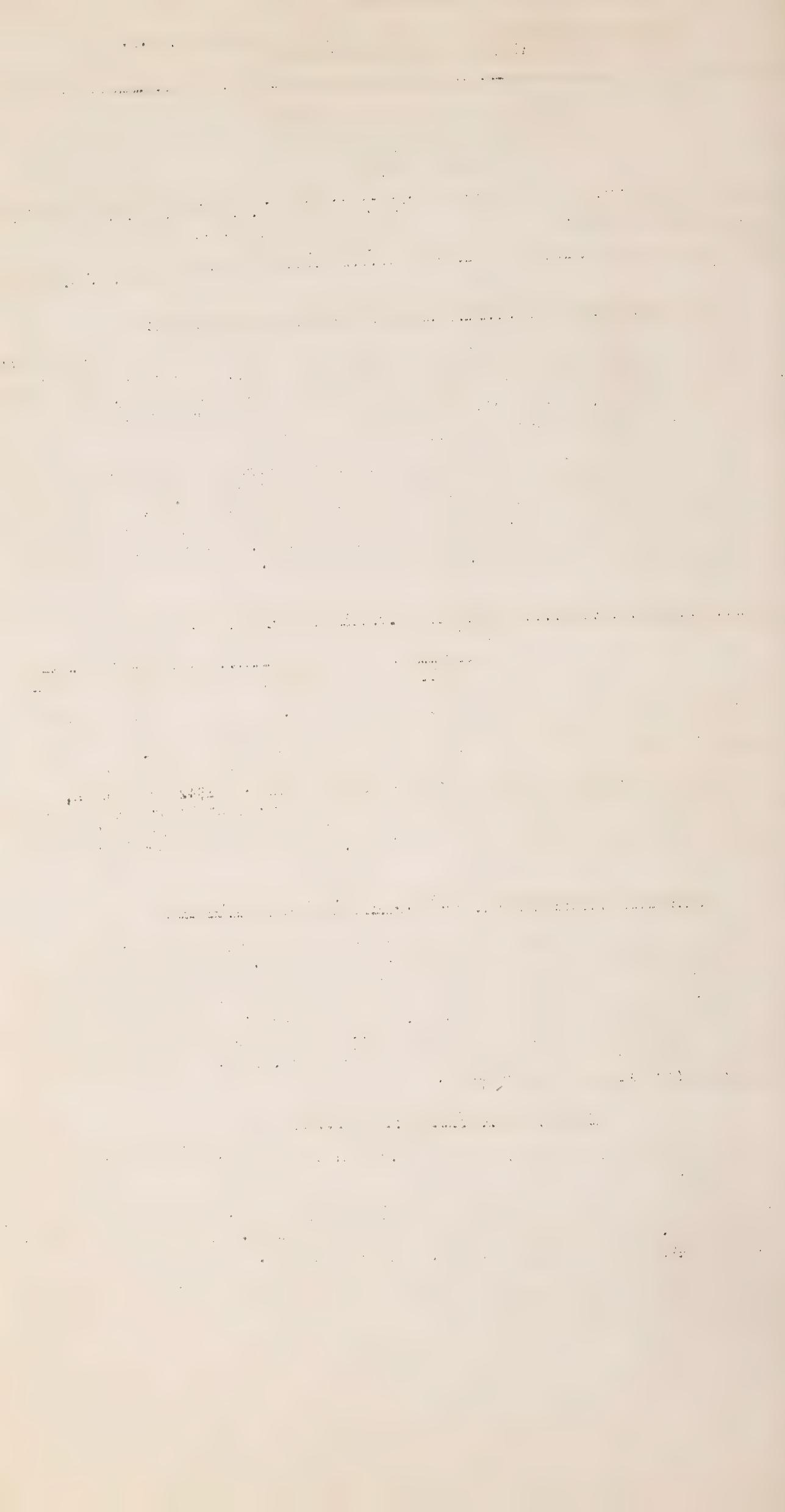
March sales of 20 departmental firms which reported sales by departments raged 26 per cent higher than in the same month of last year. Purchases of men's thing, influenced by impending restrictions, advanced sharply to a point 52 per cent ve March, 1941. Sales of shoes and other footwear continued at a high level and were per cent higher in March this year over last. Sales of women's clothing increased per cent in the same comparison, while a gain of 27 per cent occurred in sales of piece ds. Hardware sales were 28 per cent greater than in March, 1941. Substantial gains e also recorded for all other departments.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department stores reported sales averaging 30 per cent higher in March s year over last.

The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MARCH, 1941 AND MARCH, 1942

(Based on dollar sales of 20 firms)

	March 1941	March 1942	% Change, 1942 / 41
TOTAL SALES	\$ 20,892,996	\$ 26,358,210	+26.2
1. Women's dresses, coats and suits	2,375,266	3,088,533	+30.0
2. Girls' and infants' wear	695,460	940,077	+35.2
3. Hosiery and gloves	857,887	1,093,678	+27.5
4. Lingerie and corsets	887,356	1,113,023	+25.4
5. Millinery	329,140	382,610	+16.2
6. Women's and children's apparel--(Total, 1-5)	5,145,109	6,617,921	+28.6
7. Men's and boys' clothing and furnishings....	2,122,992	3,226,911	+52.0
8. Drugs and toilet articles and preparations..	635,357	749,471	+18.0
9. Piece goods.....	1,550,236	1,968,730	+27.0
10. Smallwares	733,862	892,567	+21.6
11. Food and kindred products	2,129,400	2,462,542	+15.6
12. Furniture (including mattresses and springs)	1,250,528	1,399,832	+11.9
13. Home furnishings.....	1,506,825	1,735,164	+15.2
14. Household appliances and electrical supplies	637,898	736,205	+15.4
15. Hardware and kitchen utensils.....	951,219	1,213,314	+27.6
16. Radios, musical instruments and supplies....	291,450	351,306	+20.5
17. Shoes and other footwear.....	1,534,441	2,056,886	+34.0
18. Stationery, books and magazines.....	286,611	343,993	+20.0
19. All other departments, total	2,117,067	2,603,368	+23.0

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1942

Department store sales in Canada in April, 1942, were 10 per cent above April last year and stood 3 per cent over March, 1942. Unadjusted indexes (on the base, average for 1935 to 1939 equals 100) stood at 144.8 for April, 1942, 141.1 for March, 1942, and 132.2 for April, 1941. Sales in the first four months of this year averaged 18 per cent above the corresponding period of 1941.

After adjusting for differences in number of business days and for normal seasonal variations, as well as for the shifting date of Easter, the index stood at 148.5 for April, down 5 per cent from March, 1942, when heavy purchases of clothing and footwear caused the adjusted index to reach a peak of 156.9. The adjusted index for April was only slightly below the average adjusted index for the first quarter of the year, and was 11 per cent above the 133.4 recorded in April, 1941.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	<u>1941</u>		<u>1942</u>	
	<u>April</u>		<u>February</u>	<u>March</u>
Unadjusted Indexes	132.2		107.4	141.1
Adjusted Indexes (a)	133.4		142.7	156.9
				148.5

Regional increases in dollar volume of sales in April, 1942, over April, 1941, with increases for the first four months of this year over last in brackets, were as follows: Maritime Provinces, 18 per cent (24 per cent); Quebec, 11 per cent, (19 per cent); Ontario, 6 per cent (18 per cent); Prairie Provinces, 10 per cent (15 per cent); and British Columbia, 17 per cent (18 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April sales of 18 departmental firms which reported sales by departments averaged 8 per cent higher than in the same month of last year. Increases in all departments were more moderate than those recorded in March. Sales of piece goods were 19 per cent above April, 1941; men's clothing sales were up 14 per cent, footwear sales gained 7 per cent, while a minor rise of 2 per cent was reported for sales of women's clothing. Hardware sales increased 17 per cent, radio and musical instruments were 14 per cent above April a year ago and food sales were up 9 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales averaged 10 per cent higher in April this year over last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days, for normal seasonal variations and for the shifting date of Easter.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

APRIL, 1941 AND APRIL, 1942

(Based on dollar sales of 18 firms)

	April 1941	April 1942	% Change, 1942/41
TOTAL SALES	\$ 24,636,092	\$ 26,541,896	+ 7.7
1. Women's dresses, coats and suits	3,347,586	3,321,795	- 0.8
2. Girls' and infants' wear	1,005,887	1,031,395	+ 2.5
3. Hosiery and gloves	1,097,414	1,158,159	+ 5.5
4. Lingerie and corsets	912,979	1,047,216	+14.7
5. Millinery	533,776	465,541	-12.8
6. Women's and children's apparel -- (Total, 1-5).	6,897,642	7,024,106	+ 1.8
7. Men's and boys' clothing and furnishings	2,758,086	3,150,915	+14.2
8. Drugs and toilet articles and preparations	575,476	664,809	+15.5
9. Piece Goods	1,380,658	1,644,095	+19.1
10. Smallwares	710,857	807,308	+13.6
11. Food and kindred products	2,145,297	2,332,194	+ 8.7
12. Furniture (including mattresses and springs) ..	1,338,646	1,416,050	+ 5.8
13. Home furnishings	1,776,044	1,876,179	+ 5.6
14. Household appliances and electrical supplies...	761,992	815,345	+ 7.0
15. Hardware and kitchen utensils	1,249,536	1,458,091	+16.7
16. Radios, musical instruments and supplies	253,480	289,184	+14.1
17. Shoes and other footwear	2,010,212	2,085,840	+ 3.8
18. Stationery, books and magazines	251,453	289,155	+15.0
19. All other departments, total.....	2,526,713	2,688,625	+ 6.4

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1942

Sales of Canadian department stores were 6 per cent higher in May of this year than last but were down by 2 per cent from April. Unadjusted indexes of sales (on the base 1935-1939 = 100) stand at 146.2 for May, 1942, 144.9 for April, 1942 and at 134.3 for May, 1941. Cumulative totals for the first five months of 1942 stand 15 per cent above the corresponding period of 1941.

The index with adjustment for differences in number of business days and for normal seasonal variations stood at 140.5 for May, 1942, lower than in any preceding month of this year but 9 per cent above the 129.2 recorded in May a year ago.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1941</u>	<u>1942</u>	
	<u>May</u>	<u>March</u>	<u>April</u>
Unadjusted Indexes	134.3	141.1	144.9
Adjusted Indexes (a)	129.2	156.9	148.5

Regional increases in dollar volume of sales in May, 1942, over May, 1941, with increases for the first five months of this year over last in brackets, were as follows: Maritime Provinces, 11 per cent (20 per cent); Quebec, 9 per cent (17 per cent); Ontario, 4 per cent (14 per cent); Prairie Provinces, 3 per cent (13 per cent); and British Columbia, 14 per cent (17 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Sales of 20 departmental firms which reported May sales by departments averaged 6 per cent higher than in May, 1941. Decreases of 4 and 10 per cent were recorded by hardware and household appliances departments respectively, but minor increases occurred in sales of other departments handling household requirements. Furniture sales were up 1 per cent and home furnishings 2 per cent while radio and musical instruments gained 9 per cent in the same comparison. Sales of both men's and women's clothing increased 10 per cent while footwear sales were 6 per cent greater than in May last year. Sales of food departments averaged 9 per cent higher.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales averaged 15 per cent higher in May this year over last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTSMAY, 1941 AND MAY, 1942

(Based on dollar sales of 20 firms)

	May 1941	May 1942	% Change, 1942/41
	\$	\$	
TOTAL SALES	24,519,056	25,906,769	+ 5.7
1. Women's dresses, coats and suits	2,586,951	2,888,140	+11.6
2. Girls' and infants' wear	799,832	901,872	+12.8
3. Hosiery and gloves	1,007,477	1,108,945	+10.1
4. Lingerie and corsets	1,088,798	1,168,104	+ 7.3
5. Millinery	328,968	327,904	- 0.3
6. Women's and children's apparel -- (Total, 1-5).	5,812,026	6,394,965	+10.0
7. Men's and boys' clothing and furnishings	2,433,135	2,675,747	+10.0
8. Drugs and toilet articles and preparations...	623,342	659,776	+ 5.8
9. Piece goods	1,556,165	1,736,350	+11.6
10. Smallwares	701,673	771,566	+10.0
11. Food and kindred products	2,207,114	2,406,406	+ 9.0
12. Furniture (including mattresses and springs)	1,574,659	1,594,993	+ 1.3
13. Home furnishings	2,126,184	2,177,825	+ 2.4
14. Household appliances and electrical supplies	904,816	814,177	-10.0
15. Hardware and kitchen utensils	1,454,403	1,393,600	- 4.2
16. Radios, musical instruments and supplies.....	261,459	284,693	+ 8.9
17. Shoes and other footwear	1,924,608	2,036,241	+ 5.8
18. Stationery, books and magazines	244,998	283,693	+15.8
19. All other departments, total	2,694,474	2,676,737	- 0.7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1942

The dollar value of department store sales in Canada in June, 1942, was 12 per cent higher than in the same month last year and declined 2 per cent from May. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stood at 139.0 for June, 1942, 142.2 for May, 1942, and 123.7 for June, 1941. The average gain in sales during the first half of this year over last amounted to 15 per cent.

After adjustment for differences in number of business days and for normal seasonal variations, the index for June stood at 133.5, the decline below May being the third in a series of month-to-month decreases since the index reached a high peak in March of this year. The March index was 156.9; April, 148.8, and May, 140.1.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	<u>1941</u>		<u>1942</u>	
	<u>June</u>	<u>April</u>	<u>May</u>	<u>June</u>
Unadjusted Indexes	123.7	145.1	142.2	139.0
Adjusted Indexes (a)	123.1	148.8	140.1	133.5

Regional increases in dollar volume of sales in June, 1942, over June, 1941, with increases for the first six months of this year over last in brackets, were as follows: Maritime Provinces, 15 per cent (19 per cent); Quebec, 18 per cent (17 per cent); Ontario, 9 per cent (13 per cent); Prairie Provinces, 9 per cent (12 per cent); and British Columbia, 22 per cent (19 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Sales of 17 departmental firms which reported June sales by departments averaged 12 per cent higher than in June, 1941. A decrease of 5 per cent occurred in sales of household appliances and electrical supplies, but increases were recorded for all other departments. Furniture sales were up 5 per cent, hardware sales gained 7 per cent and home furnishings, 12 per cent, while radios and musical instruments gained 17 per cent in the same comparison. Sales of women's clothing were 16 per cent higher while men's clothing departments reported improvement of 14 per cent over June a year ago. Footwear sales were 9 per cent greater than in June last year. Sales of food departments averaged 18 per cent higher.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales averaged 21 per cent higher in June this year over last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JUNE, 1941 AND JUNE, 1942

(Based on dollar sales of 17 firms)

	June 1941 \$	June 1942 \$	% Change, 1942/1941
TOTAL SALES	22,372,701	25,016,736	+11.8
1. Women's dresses, coats and suits	2,243,583	2,691,878	+20.0
2. Girls' and infants' wear	755,627	885,568	+17.2
3. Hosiery and gloves	824,525	962,741	+16.8
4. Lingerie and corsets	1,144,609	1,271,394	+11.1
5. Millinery	281,391	288,577	+2.6
6. Women's and children's apparel -- (Total, 1-5)	5,249,735	6,100,158	+16.2
7. Men's and boys' clothing and furnishings	2,486,020	2,825,723	+13.7
8. Drugs and toilet articles and preparations...	590,602	672,374	+13.8
9. Piece goods	1,514,277	1,801,372	+19.0
10. Smallwares	646,658	762,334	+17.9
11. Food and kindred products	1,865,569	2,203,518	+18.1
12. Furniture (including mattresses and springs)	1,388,598	1,460,085	+5.1
13. Home furnishings	1,666,958	1,866,564	+12.0
14. Household appliances and electrical supplies.	709,715	674,076	-5.0
15. Hardware and kitchen utensils	1,147,017	1,221,787	+6.5
16. Radios, musical instruments and supplies	241,402	281,170	+16.5
17. Shoes and other footwear	1,899,670	2,068,244	+8.9
18. Stationery, books and magazines	230,510	285,469	+23.8
19. All other departments, total	2,735,970	2,793,862	+2.1

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1942

Retail sales in Canadian department stores during July, 1942, were 10 per higher than in the same month last year and declined 20 per cent from June. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stood at 112.3 for July, 1942, 115 for June, 1942, and 102.2 for July, 1941. Sales during the first seven months of year averaged 14 per cent higher than in the corresponding period a year ago.

The index for July, 1942 when adjusted for differences in number of business days and for normal seasonal variations stood at 145.1, approximately on a par with the average index for the year to date but considerably higher than the June index of 134.0. Unadjusted indexes for earlier months of this year were as follows: March, 156.9; April, 148; and May, 140.1.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	<u>1941</u>	<u>1942</u>		
	<u>July</u>	<u>May</u>	<u>June</u>	<u>July</u>
Unadjusted Indexes	102.2	142.2	139.5	112.3
Adjusted Indexes (a)	132.5	140.1	134.0	145.1

Regional increases in dollar volume of sales in July, 1942, over July, 1941, with increases for the first seven months of this year over last in brackets, were as follows: Maritime Provinces, 7 per cent (18 per cent); Quebec, 11 per cent (16 per cent); Ontario, 8 per cent (13 per cent); Prairie Provinces, 12 per cent (12 per cent); British Columbia, 13 per cent (18 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

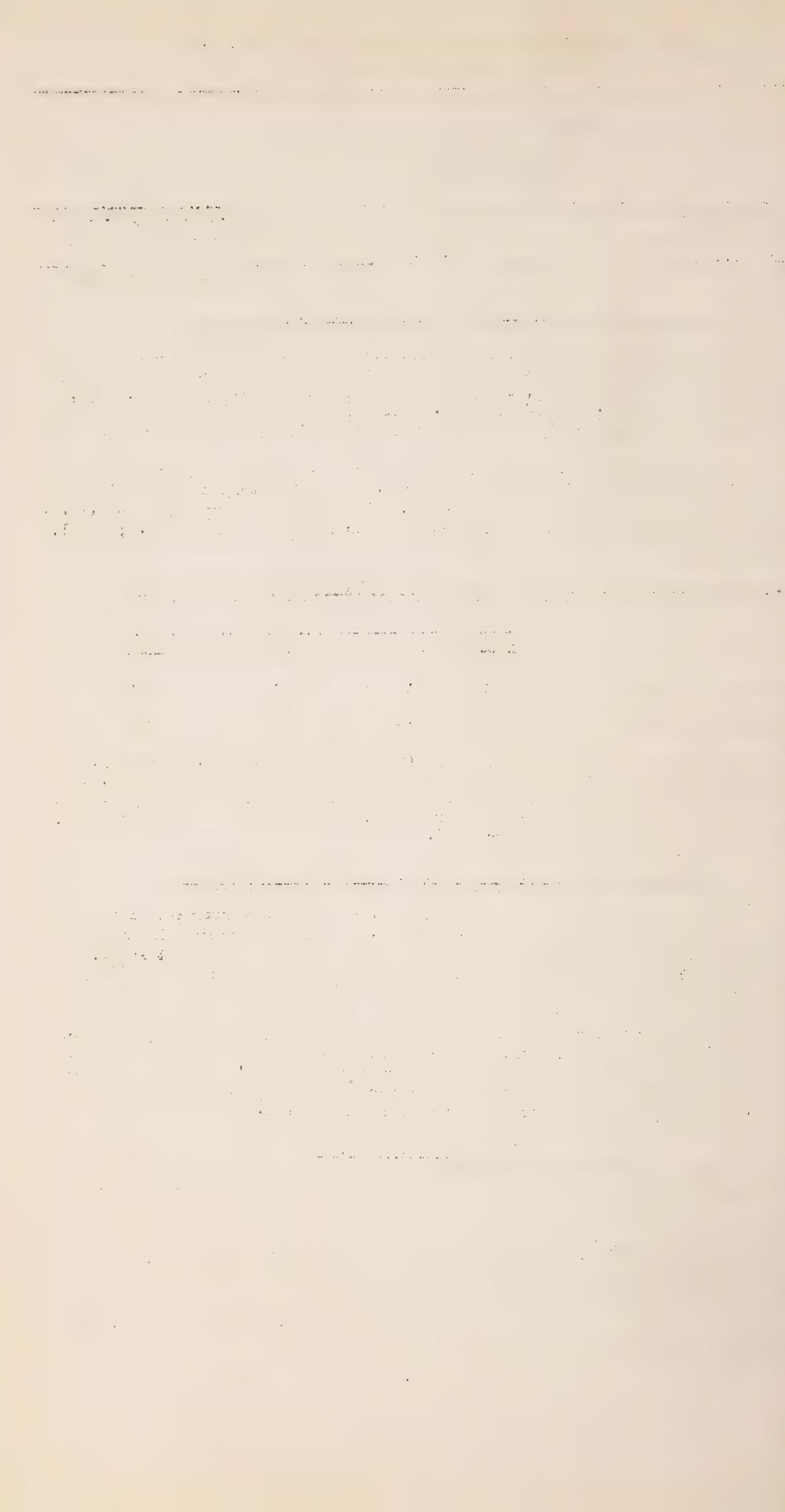
A departmental breakdown of sales reported by 18 firms revealed an average increase of 9 per cent in July of this year over last. Increases occurred in the sales of 11 departments with the exception of household appliances and electrical supplies, where sales declined 7 per cent and in the miscellaneous departments where a 6 per cent increase was recorded. Radio and musical instrument sales in department stores gained 11 per cent over July of last year but sales of other durable goods in the household equipment category held to within a narrow margin of the sales in the corresponding month last year. Furniture sales gained 1 per cent, hardware sales were up 4 per cent and home furnishings, 5 per cent. Sales of women's clothing were 20 per cent higher, men's clothing departments recorded improvement of 14 per cent and footwear sales gained 16 per cent over last year. Sales of food departments were 8 per cent higher.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales averaged 29 per cent higher in July this year than last.

The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1941 AND JULY, 1942.

(Based on dollar sales of 18 firms)

	July 1941	July 1942	% Change, 1942/1941
TOTAL SALES	18,475,993	20,139,463	+ 9.0
1. Women's dresses, coats and suits	1,470,711	1,885,619	+28.2
2. Girls' and infants' wear	518,289	626,889	+21.0
3. Hosiery and gloves	655,136	733,196	+11.9
4. Lingerie and corsets	941,167	1,051,417	+11.7
5. Millinery	126,664	143,111	+13.0
6. Women's and children's apparel -- (Total, 1-5)	3,711,967	4,440,232	+19.6
7. Men's and boys' clothing and furnishings	1,804,512	2,063,192	+14.3
8. Drugs and toilet articles and preparations	590,163	642,614	+ 8.9
9. Piece goods	1,424,585	1,671,745	+17.3
10. Smallwares	591,722	668,058	+12.9
11. Food and kindred products	1,839,292	1,983,537	+ 7.8
12. Furniture (including mattresses and springs)	1,314,632	1,323,435	+ 0.7
13. Home furnishings	1,410,331	1,448,313	+ 2.7
14. Household appliances and electrical supplies	655,078	609,529	- 7.0
15. Hardware and kitchen utensils	944,971	983,589	+ 4.1
16. Radios, musical instruments and supplies	229,940	266,054	+15.7
17. Shoes and other footwear	1,228,520	1,426,978	+16.2
18. Stationery, books and magazines	214,075	249,118	+16.4
19. All other departments, total	2,516,204	2,363,069	- 6.1

DEPARTMENT OF TRADE AND COMMERCE
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1942

The dollar volume of sales in Canadian department stores in August, 1942, was 3 per cent greater than in August, 1941, and advanced 11 per cent from July of this year. Unadjusted sales indexes (on the base, 1935-1939 = 100) stood at 124.5 for August, 1942, 112.6 for July, 1942, and 120.4 for August, 1941. Total sales for the first eight months of the current year were 13 per cent above those for the corresponding period of last year.

The small increase in August this year over last reflects the heavy volume of sales in August, 1941, rather than a falling off in August business this year. This is shown in the substantial upward movement in the index adjusted for differences in number of business days and for normal seasonal movements between July and August of this year. The adjusted index for the month under review at 151.6 was higher than at any time since March of this year and compares with the 145.4 recorded in the immediately preceding month of July.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1941</u>		<u>1942</u>	
	<u>August</u>	<u>June</u>	<u>July</u>	<u>August</u>
Unadjusted indexes	120.4	139.5	112.6	124.5
Adjusted indexes (a)	146.1	134.0	145.4	151.6

Regional percentage changes in dollar volume of department store sales in August this year compared with last are given below. Increases for the first eight months of this year over last are shown in brackets: Maritime Provinces, -0.7 per cent (+15.1 per cent); Quebec, +6.6 per cent (+15.1 per cent); Ontario, -0.4 per cent (+10.9 per cent); Prairie Provinces, +4.6 per cent (+11.1 per cent); British Columbia, +11.4 per cent (+17.0 per cent).

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 19 departmental firms which reported a breakdown of sales averaged per cent higher in August this year over last. Declines in sales of most durable goods were more than offset by gains in clothing, footwear, dry goods, drugs, food and radio and music departments. Sales of men's clothing were 9 per cent higher, women's clothing recorded a gain of 8 per cent, while footwear sales were 12 per cent above August, 1941. Drug departments reported sales 8 per cent higher and food departments recorded a gain of per cent. Although radio and musical instrument sales averaged 12 per cent higher in August this year over last, sales of other departments handling household lines recorded declines in the same comparison. Furniture sales were down 8 per cent; home furnishings, per cent; household appliances and electrical supplies, 5 per cent and hardware, 3 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 24 per cent higher in August this year than last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1941 AND AUGUST, 1942

(Based on dollar sales of 19 firms)

	August 1941	August 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	21,410,480	21,990,426	+ 2.7
Women's dresses, coats and suits	1,842,560	2,424,343	+31.6
Girls' and infants' wear	630,071	674,444	+ 7.0
Hosiery and gloves	1,097,513	751,915	-31.5
Lingerie and corsets	811,338	910,400	+12.2
Millinery	224,677	189,943	-15.5
Women's and children's apparel -- (Total, 1-5)...	4,606,159	4,951,045	+ 7.5
Men's and boys' clothing and furnishings	1,899,592	2,064,448	+ 8.7
Drugs and toilet articles and preparations	605,635	656,549	+ 8.4
Piece goods	1,786,923	1,921,384	+ 7.5
Smallwares	666,385	705,000	+ 5.8
Food and kindred products	1,990,508	2,053,644	+ 3.2
Furniture (including mattresses and springs)....	2,005,435	1,836,492	- 8.4
Home furnishings	1,725,315	1,650,965	- 4.3
Household appliances and electrical supplies ...	736,300	697,625	- 5.3
Hardware and kitchen utensils	971,883	944,903	- 2.8
Radios, musical instruments and supplies	274,446	306,251	+11.6
Shoes and other footwear	1,326,582	1,479,925	+11.6
Stationery, books and magazines	264,217	291,533	+10.3
All other departments, total	2,551,100	2,430,662	- 4.7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1942

Canadian department store sales in September, 1942 were 12 per cent greater than in September, 1941, and 22 per cent above the preceding month of August. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 154.6 for September, 1942, 126.7 (x) for August, 1942, and 138.6 for September, 1941. Sales in the first nine months of this year averaged 13 per cent higher than in the January to September period in 1941.

The adjusted index of sales, which takes into account differences in number of business days and seasonal variations, stood at 152.4, slightly lower than the 154.3 (x) recorded in August of this year and up 12 per cent over the index of 136.6 in September of last year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1941</u> <u>September</u>	<u>1942</u> <u>July</u>	<u>1942</u> <u>August</u>	<u>September</u>
Unadjusted indexes	138.6	112.6	126.7	154.6
Adjusted indexes (a)	136.6	145.4	154.3	152.4

Regional increases in dollar volume of department store sales in September this year compared with last are given below. Increases for the first nine months of this year over last are shown in brackets: Maritime Provinces, 13.4 per cent (15.1 per cent); Quebec, 18.3 per cent (15.6 per cent); Ontario, 13.2 per cent (11.6 per cent); Prairie Provinces, 3.4 per cent (10.2 per cent); British Columbia, 14.9 per cent (16.8 per cent).

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Gains of 20 per cent in sales of piece goods and stationery were the largest among those recorded by individual departments. Women's apparel sales were up 17 per cent by virtue of heavy demand for dresses, coats, suits and junior wear. Men's clothing recorded a gain of 14 per cent while footwear sales gained 10 per cent. Food sales were up by 6 per cent from September, 1941. A decline of 6 per cent in sales of household appliances was the only decrease among departmental results, other household lines recording increases ranging from 1 to 7 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 23 per cent higher in September this year than last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.
(x) Revised.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SEPTEMBER, 1941 AND SEPTEMBER, 1942

(Based on dollar sales of 19 firms)

	September 1941	September 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	26,068,292	28,890,964	+ 10.8
1. Women's dresses, coats and suits	2,678,017	3,246,840	+ 21.2
2. Girls' and infants' wear	1,191,965	1,495,510	+ 25.5
3. Hosiery and gloves	1,120,762	1,175,453	+ 4.9
4. Lingerie and corsets	1,013,338	1,182,730	+ 16.7
5. Millinery	438,963	433,692	- 1.2
6. Women's and children's apparel -- (Total, 1-5) ..	6,117,045	7,534,225	+ 16.9
7. Men's and boys' clothing and furnishings	3,099,677	3,518,106	+ 13.5
8. Drugs and toilet articles and preparations	635,355	683,361	+ 7.6
9. Piece goods	2,006,438	2,406,720	+ 19.9
10. Smallwares	833,002	953,010	+ 14.4
11. Food and kindred products	2,061,049	2,192,258	+ 6.4
12. Furniture (including mattresses and springs)	1,575,167	1,678,974	+ 6.6
13. Home furnishings	1,895,868	1,962,676	+ 3.5
14. Household appliances and electrical supplies	942,315	886,231	- 6.0
15. Hardware and kitchen utensils	973,035	978,775	+ 0.6
16. Radios, musical instruments and supplies	384,815	411,848	+ 7.0
17. Shoes and other footwear	1,936,167	2,120,918	+ 9.5
18. Stationery, books and magazines	449,761	510,213	+ 20.1
19. All other departments, total	2,832,598	3,023,649	+ 6.7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1942

The dollar value of department store sales in Canada in October, 1942, averaged 14 per cent higher than in October of last year and 18 per cent above September, 1942. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 182.0 for October, 1942, 154.9 for September, 1942, and 160.0 for October, 1941. During the first ten months of this year, sales were up 13 per cent over the corresponding period a year ago.

After adjustment for differences in number of business days and for normal seasonal variations, the index for October, 1942, stood at 153.1 maintaining approximately the same level which existed during August and September of this year and 12 per cent above the index of 136.5 in October, 1941.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1941</u> October	<u>1942</u> August	<u>1942</u> September	<u>1942</u> October
Unadjusted indexes	160.0	126.9	154.9	182.0
Adjusted indexes (a)	136.5	154.5	152.7	153.1

Increases over October, 1941, for various regions of the country, with increases for the year to date in brackets, were as follows: Maritime Provinces, 16 per cent (15 per cent); Quebec, 13 per cent (16 per cent); Ontario, 7 per cent (11 per cent); Prairie Provinces, 18 per cent (11 per cent); British Columbia, 26 per cent (18 per cent).

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 20 departmental firms which reported sales by departments averaged 12 per cent higher in October this year over last. Stationery departments recorded an outstanding gain of 25 per cent. Increases in sales of women's clothing, men's clothing and footwear departments were about the same as those recorded for September and amounted to 17 per cent, 14 per cent and 9 per cent respectively. Food sales in department stores were up by 11 per cent and drug sales advanced 12 per cent over October, 1941, while increases in piece goods and smallwares were 14 and 15 per cent respectively. Radio and music departments recorded a substantial increase of 19 per cent, while furniture sales were 12 per cent higher and home furnishings sales were up by 6 per cent. Hardware sales fell off 3 per cent and household appliances sales were 17 per cent lower than in October a year ago.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 28 per cent higher in October this year than last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

OCTOBER, 1941 AND OCTOBER, 1942
(Based on dollar sales of 20 firms)

	October 1941	October 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	29,547,545	33,094,572	+12.0
1. Women's dresses, coats and suits	3,403,100	3,990,211	+17.3
2. Girls' and infants' wear	1,468,447	1,785,274	+21.6
3. Hosiery and gloves	1,369,085	1,529,146	+11.7
4. Lingerie and corsets	1,230,555	1,406,567	+14.3
5. Millinery	398,526	460,904	+15.7
6. Women's and children's apparel -- (Total, 1-5) ..	7,869,713	9,172,102	+16.5
7. Men's and boys' clothing and furnishings	4,013,048	4,583,526	+14.2
8. Drugs and toilet articles and preparations	691,420	776,993	+12.4
9. Piece goods	2,259,370	2,576,014	+14.0
10. Smallwares	1,007,709	1,156,506	+14.8
11. Food and kindred products	2,315,096	2,562,006	+10.7
12. Furniture (including mattresses and springs) ..	1,551,478	1,730,607	+11.5
13. Home Furnishings	2,104,481	2,227,029	+ 5.8
14. Household appliances and electrical supplies ...	946,613	790,237	-16.5
15. Hardware and kitchen utensils	1,005,046	977,912	- 2.7
16. Radios, musical instruments and supplies	406,164	482,415	+18.8
17. Shoes and other footwear	2,097,017	2,294,557	+ 9.4
18. Stationery, books and magazines	375,561	470,491	+25.3
19. All other departments, total	2,904,829	3,294,147	+13.4

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1942

Canadian department stores reported dollar volume of business 22 per cent greater in November this year than in November a year ago, and sales were up 5 per cent from the preceding month of October. The gain over November, 1941, was the largest recorded in comparisons for corresponding months of this year and last since the 26 per cent increase recorded for March. The pronounced increase over November, 1941 took place notwithstanding the fact that there were five Saturdays in November, 1941, and only four Saturdays in November of this year. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 189.9 for November, 1942, 181.8 for October, 1942, and 155.4 for November, 1941. Sales in the first eleven months of this year averaged 14 per cent greater than in the similar period of 1941.

The adjusted index moved sharply upward and, standing at 170.7 for the month under review, exceeded by a considerable margin the previous high peak of 156.9 recorded in March of this year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1941 November	September	1942 October	November
Unadjusted indexes	155.4	154.9	181.8	189.9
Adjusted indexes (a)	137.6	152.7	152.9	170.7

Increases over November, 1941, for various regions of the country, with increases for the year-to-date in brackets, were as follows: Maritime Provinces, 25 per cent (16 per cent); Quebec, 27 per cent (17 per cent); Ontario, 18 per cent (12 per cent); Prairie Provinces, 22 per cent (12 per cent); British Columbia, 26 per cent (19 per cent).

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

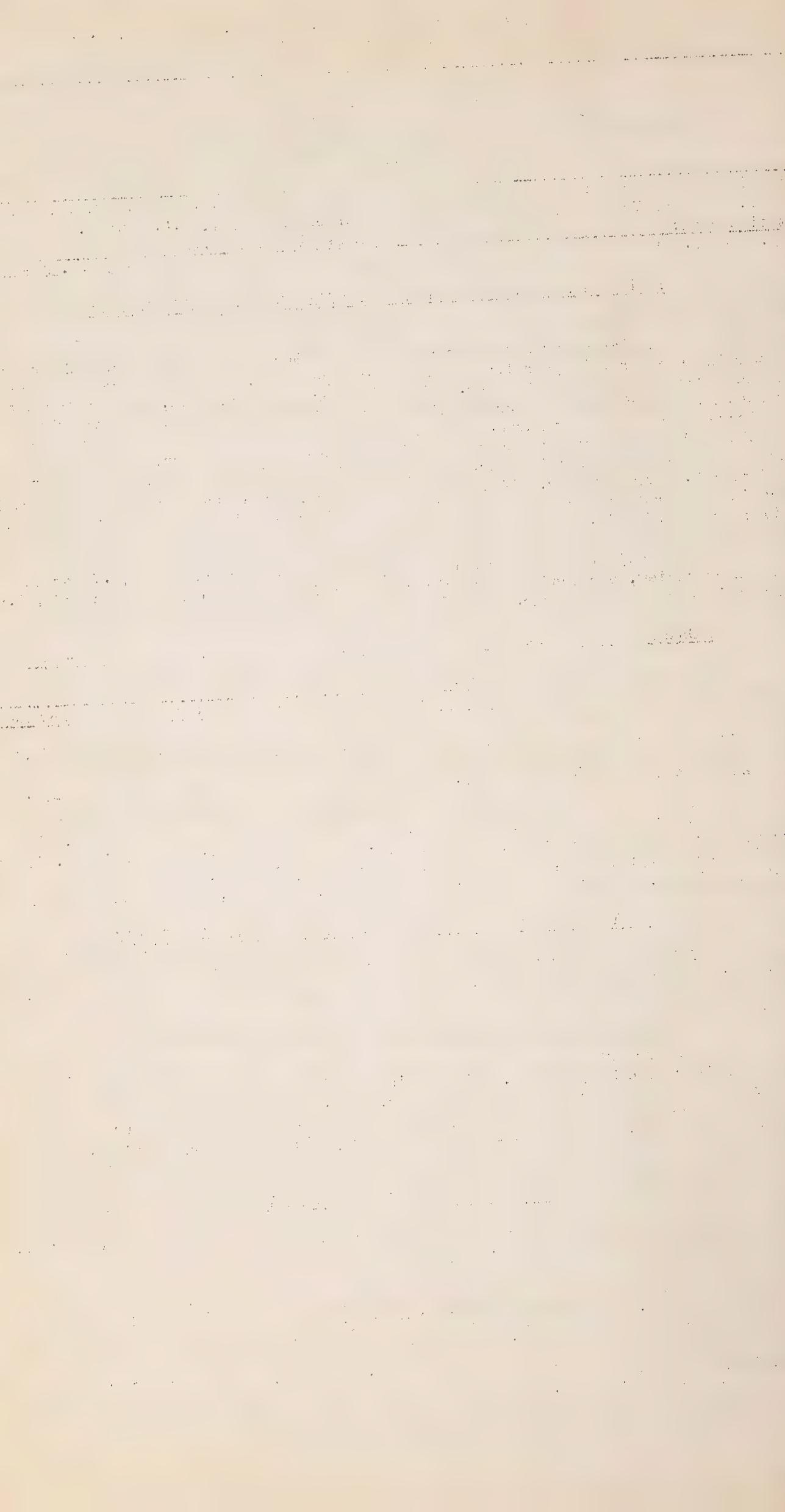
Sales of 21 departmental firms which reported sales by departments averaged 21 per cent higher in November, 1942, than in the same month last year. Although sales of hardware and of household appliances recorded only minor gains of 1 and 5 per cent respectively, increases of 37 per cent in sales of radio and music departments, 36 per cent in sales of furniture departments and 27 per cent in sales of home furnishings were among the largest reported for various departmental groupings. Sales of women's clothing and apparel increased 26 per cent, while men's clothing sales were 21 per cent higher. Footwear sales were 10 per cent above November, 1941. A gain of only 2 per cent in sales of food departments was accounted for by the fact that there were only four Saturdays in November this year as compared with five Saturdays in the corresponding month of last year.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 37 per cent higher in November this year than last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1941 AND NOVEMBER, 1942

(Based on dollar sales of 21 firms)

	November 1941	November 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	28,650,018	34,509,421	+20.5
1. Women's dresses, coats and suits	3,015,614	3,911,381	+29.7
2. Girls' and infants' wear	1,249,821	1,576,282	+26.1
3. Hosiery and gloves	1,416,107	1,665,116	+17.6
4. Lingerie and corsets	1,257,425	1,557,111	+23.8
5. Millinery	313,845	395,232	+25.9
6. Women's and children's apparel -- (Total, 1-5)	7,252,812	9,105,122	+25.5
7. Men's and boys' clothing and furnishings	4,054,480	4,910,836	+21.1
8. Drugs and toilet articles and preparations	765,000	930,973	+21.7
9. Piece goods	1,999,305	2,466,998	+23.4
10. Smallwares	1,115,996	1,349,510	+20.9
11. Food and kindred products	2,521,767	2,582,255	+ 2.4
12. Furniture (including mattresses and springs) ..	1,142,690	1,551,758	+35.8
13. Home furnishings	1,723,261	2,188,312	+27.0
14. Household appliances and electrical supplies ..	634,081	668,366	+ 5.4
15. Hardware and kitchen utensils	916,944	926,280	+ 1.0
16. Radios, musical instruments and supplies	353,215	485,356	+37.4
17. Shoes and other footwear	2,271,993	2,490,299	+ 9.6
18. Stationery, books and magazines	533,613	682,304	+27.9
19. All other departments, total	3,364,861	4,171,052	+24.0

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1942

Department store sales, including the mail order departments of department stores, recorded only a minor gain of 1 per cent in December, 1942 over December, 1941, according to index numbers of dollar sales computed from returns received from all the larger departmental firms in the country. The unadjusted index of sales on the base, 1935-1939 = 100 stands at 241.2 for December, 1942, 187.4 for November, 1942 and at 239.2 for December, 1941.

The increase of 1 per cent between December, 1941 and December, 1942 compares with much larger gains recorded in earlier months. Sales during the first half of 1942 averaged 15 per cent higher than during the corresponding period of 1941 with increases for the first and second quarters standing at 22 per cent and 9 per cent respectively. Sales for the third quarter of 1942 were 9 per cent above the corresponding period of 1941, October sales were up 14 per cent and November, 22 per cent. Sales for the calendar year 1942 were 12 per cent above the preceding twelve-month period.

After adjustment for number of business days and for normal seasonal movements the seasonally adjusted index of sales stands at 146.4 for December compared with 168.5 for November, 152.9 for October and 152.7 for September.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1941		1942	
	December	October	November	December
Unadjusted indexes	239.2	181.8	187.4	241.2
Adjusted indexes (a)	145.8	152.9	168.5	146.4

Results for three of the five economic divisions of the country for which monthly sales indexes are computed reported increased sales over December, 1941. British Columbia sales were 14 per cent higher, the Prairie Provinces recorded an increase of 5 per cent and Quebec sales were up by 5 per cent. Identical declines of 6 per cent occurred in the Maritime Provinces and Ontario. Increases occurring in various regions of the country for the year 1942 over the preceding year were as follows: Maritime Provinces, 13 per cent; Quebec, 15 per cent; Ontario, 9 per cent; Prairie Provinces, 11 per cent and British Columbia, 18 per cent.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 21 departmental firms which reported sales by departments were fractionally lower in December, 1942, than in December, 1941, although minor gains were recorded by half of the individual departments contained in the summary. Men's clothing department sales were 3 per cent lower, sales of women's clothing departments increased by 3 per cent and footwear sales were 14 per cent below December, 1941. Stationery departments recorded a sales increase of 9 per cent, drug sales advanced 6 per cent, while piece goods, smallwares and food departments recorded gains of 3 or 4 per cent respectively. The trend in sales of the various household departments was mixed, home furnishings and furniture departments recording increases of 11 and 1 per cent respectively as compared with declines of 4 per cent in radio and music departments and 14 per cent in both household appliances and hardware departments.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 20 per cent higher in December, 1942 than in December, 1941.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1941 AND DECEMBER, 1942
(Based on dollar sales of 21 firms)

	December 1941	December 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	45,077,370	44,876,716	- 0.4
1. Women's dresses, coats and suits	3,544,726	3,970,058	+12.0
2. Girls' and infants' wear	1,789,170	1,756,275	- 1.8
3. Hosiery and gloves	2,544,300	2,514,676	- 1.2
4. Lingerie and corsets	2,429,759	2,328,522	- 4.2
5. Millinery	288,829	330,228	+14.3
6. Women's and children's apparel -- (Total, 1-5) ..	10,596,784	10,899,759	+ 2.9
7. Men's and boys' clothing and furnishings	6,228,977	6,072,531	- 2.5
8. Drugs and toilet articles and preparations	1,846,303	1,947,094	+ 5.5
9. Piece goods	2,586,682	2,658,227	+ 2.8
0. Smallwares	2,002,630	2,074,430	+ 3.6
1. Food and kindred products	3,143,859	3,269,461	+ 4.0
2. Furniture (including mattresses and springs) ..	1,481,077	1,502,393	+ 1.4
3. Home furnishings	2,305,115	2,549,428	+10.6
4. Household appliances and electrical supplies ..	852,316	735,356	-13.7
5. Hardware and kitchen utensils	1,175,544	1,010,752	-14.0
6. Radios, musical instruments and supplies	637,640	609,762	- 4.4
7. Shoes and other footwear	3,360,380	2,905,246	-13.5
8. Stationery, books and magazines	1,468,088	1,593,832	+ 8.6
9. All other departments, total	7,391,975	7,048,415	- 4.6

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1943

The dollar value of department store sales in Canada during January, 1943, declined 7 per cent from January of last year and was 56 per cent lower than in the month of December, 1942, a reduction substantially greater than the normal recession from the heavy Christmas trade. The decrease below January, 1942, follows a slight advance recorded in December, 1942 over 1941, and is in contrast with the increases recorded in corresponding-month comparisons for earlier periods. A portion of the decline below January, 1942, can be attributed to the occurrence of one more business day in January a year ago, while shortages in many lines of merchandise in popular demand play an increasingly important part in restricting consumer purchases. Unadjusted indexes, (on the base, 1935-1939 = 100) stood at 107.2 for January, 1943, 115.2 for January, 1942, and 241.6 for December, 1942.

The adjusted sales index, taking into account differences in number of business days and also making allowance for normal seasonal movements, stood at 147.4 for January, 1943, as compared with 146.6 in December, 1942, and 151.1 in January a year ago.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1942</u>	<u>1943</u>	
	<u>January</u>	<u>November</u>	<u>January</u>
Unadjusted indexes	115.2	187.4	241.6
Adjusted indexes (a)	151.1	168.5	146.6

Of the five regions of the country for which sales indexes are computed, only British Columbia recorded a gain over January, 1942, sales in that province averaging 1 per cent higher. Ontario sales declined by 12 per cent while decreases in other regions were as follows: 6 per cent in the Maritime Provinces, 5 per cent in the Prairie Provinces and 4 per cent in Quebec.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

An average decline of 8 per cent was recorded in sales of 18 firms which reported departmental totals. Gains of 8 per cent in sales of stationery departments and 1 per cent in sales of women's apparel were the only advances recorded over January, 1942. The most pronounced declines were those shown for departments specializing in durable household goods. Sales of household appliances and electrical supplies fell off by 32 per cent, furniture sales were down 29 per cent, while decreases of 24 per cent occurred both in sales of hardware departments and radio and music departments. Sales of home furnishings were only fractionally lower than in January, 1942. Sales of men's clothing dropped 7 per cent with footwear sales averaging 14 per cent lower. Food and drug departments reported sales down by 3 and 4 per cent respectively.

DEPARTMENT STORE SALES IN OTTAWA

Sales in Ottawa department stores were 18 per cent higher in January this year over last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JANUARY, 1942 AND JANUARY, 1943
(Based on dollar sales of 18 firms)

	January 1942	January 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	21,111,558	19,376,709	- 8.2
1. Women's dresses, coats and suits	1,802,403	2,013,500	+11.7
2. Girls' and infants' wear	569,202	592,694	+ 4.1
3. Hosiery and gloves	822,973	782,261	- 4.9
4. Lingerie and corsets	1,146,825	977,800	-14.7
5. Millinery	132,597	137,955	+ 4.0
6. Women's and children's apparel -- (Total, 1-5) .	4,474,000	4,504,210	+ 0.7
7. Men's and boys' clothing and furnishings	2,043,290	1,905,322	- 6.8
8. Drugs and toilet articles and preparations	724,856	695,367	- 4.1
9. Piece goods	2,265,243	1,971,082	-13.0
10. Smallwares	880,346	800,972	- 9.0
11. Food and kindred products	2,268,247	2,198,413	- 3.1
12. Furniture (including mattresses and springs) ..	1,391,590	989,574	-28.9
13. Home furnishings	1,329,417	1,324,411	- 0.4
14. Household appliances and electrical supplies ..	598,686	408,772	-31.7
15. Hardware and kitchen utensils	824,573	624,524	-24.3
16. Radios, musical instruments and supplies	395,391	300,044	-24.1
17. Shoes and other footwear	1,350,952	1,157,156	-14.3
18. Stationery, books and magazines	336,475	361,580	+ 7.5
19. All other departments, total	2,228,492	2,135,282	- 4.2

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician:
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1943

Sales of Canadian department stores averaged 8 per cent higher in February this year over last and recorded a similar gain over January, 1943. The reversal in trend compared with January, when sales fell 7 per cent below those for January, 1942, was reflected in results for the various departments and also for the different regions of the country. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 116.1 for February, 1943, 107.4 for February, 1942 and 107.5 for January, 1943.

After making allowances for differences in number of business days and for normal seasonal variations, the index for February, 1943, stood at 154.3, or on a par with the average index for the late summer and early fall months of last year. Indexes for the three preceding months were as follows: 147.8 for January, 1943; 146.6 for December, 1942, and 168.5 for November, 1942.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1942</u> <u>February</u>	<u>1942</u> <u>December</u>	<u>1943</u> <u>January</u>	<u>1943</u> <u>February</u>
Unadjusted indexes	107.4	241.6	107.5	116.1
Adjusted indexes (a)	142.8	146.6	147.8	154.3

Sales in all regions of the country were greater in February this year than last. Gains were not sufficient in the cases of the Maritime Provinces and Ontario to overcome declines which occurred in January with the result that cumulative totals for the first two months of this year in those two sections were lower than in the same months of last year. Per cent changes in February this year over last for the various regions with results for the two-month period in brackets, were as follows: Maritime Provinces, 5 per cent (-0.4 per cent); Quebec, 8 per cent (+2.0 per cent); Ontario, 6 per cent (-3.3 per cent); Prairie Provinces, 10.0 per cent (+2.3 per cent) and British Columbia, 13 per cent (+7.2 per cent).

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

The total volume of sales in February, 1943 for those department stores which reported a breakdown of sales by departments averaged 6 per cent above February, 1942. A lower coverage is used in this breakdown summary than is used in the construction of the index numbers and this accounts for the difference in the comparisons shown for the two series. Increases in sales of women's clothing and footwear departments were outstanding, although substantial increases occurred in February compared with February a year ago for many departments which had reported declines in January. The major declines recorded in January of this year compared with last for furniture, household appliances and electrical supplies and for radios, musical instruments and supplies were modified in February although sales for these departments were still considerably below the level of last year. Sales of home furnishings were 6 per cent higher in February of this year than last.

DEPARTMENT STORE SALES IN OTTAWA

Sales in Ottawa department stores were 24 per cent higher in February this year than last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

FEBRUARY, 1942 AND FEBRUARY, 1943
(Based on dollar sales of 19 firms including mail order houses)

	February 1942	February 1943	% Change, 1943/1942
TOTAL SALES, ALL DEPARTMENTS.....	19,730,548	20,886,149	+ 5.9
1. Women's dresses, coats and suits	1,581,338	2,207,259	+39.6
2. Girls' and infants' wear	523,617	671,086	+28.2
3. Hosiery and gloves	784,648	837,038	+ 6.7
4. Lingerie and corsets	913,225	970,544	+ 6.3
5. Millinery	132,687	173,145	+30.5
6. Women's and children's apparel -- (Total, 1-5)	3,935,515	4,859,072	+23.5
7. Men's and boys' clothing and furnishings.....	1,792,273	1,884,151	+ 5.1
8. Drugs and toilet articles and preparations	714,199	724,855	+ 1.5
9. Piece goods	1,852,921	1,952,938	+ 5.4
10. Smallwares	789,135	829,775	+ 5.1
11. Food and kindred products	2,134,119	2,162,323	+ 1.3
12. Furniture (including mattresses and springs)	1,535,765	1,234,979	-19.6
13. Home furnishings	1,490,702	1,586,848	+ 6.4
14. Household appliances and electrical supplies	605,946	444,311	-26.7
15. Hardware and kitchen utensils	861,751	767,059	-11.0
16. Radios, musical instruments and supplies	356,795	300,538	-15.8
17. Shoes and other footwear	1,184,635	1,495,321	+26.2
18. Stationery, books and magazines	343,024	384,184	+12.0
19. All other departments, total	2,133,768	2,259,795	+ 5.9

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1943

The value of Canadian department store sales in March, 1943, was 3 per cent greater than in March a year ago and 25 per cent above February of this year. Comparisons for earlier months of this year showed a decline of 7 per cent in January and an increase of 8 per cent in February. The average gain in sales for the first quarter of this year over last was 1.5 per cent. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 145.5 for March, 1943, 141.2 for March, 1942, and 116.2 for February, 1943.

A considerable portion of seasonal Easter buying occurred in March last year when Easter was on April 5th, but the lateness of the date of Easter in 1943 will result in Easter purchases being concentrated entirely in the month of April. The fact that March of this year contained one more business day than did March of 1942 compensates only partially for the shift in Easter buying, as the index adjusted for differences in number of business days, for normal seasonal variations and for the shifting date of Easter showed an increase of 5 per cent in March this year over March a year ago. Adjusted indexes were as follows: 164.4 in March, 1943; 156.9 in March, 1942; 154.5 in February, 1943; and 147.8 in January, 1943.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1942 March	January	February	1943 March
Unadjusted indexes	141.2	107.5	116.2	145.5
Adjusted indexes	156.9	147.8	154.5	164.4

Sales increases in March this year over last were restricted to the eastern and western regions of the country, Ontario and Quebec recording declines of 1 and 7 per cent respectively in March and decreases of 2 per cent in the first quarter of this year below last in each case. The Maritime Provinces showed a gain of 8 per cent in March and a 3 per cent advance for the three-month period. The Prairie Provinces and British Columbia reported sales 10 and 12 per cent higher in March, with quarterly increases of 5 and 9 per cent respectively.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 19 firms which reported sales by departments were 2 per cent greater in March this year over March, 1942. Sales of footwear departments were 9 per cent lower than in March of last year, a sharp reversal from February when the introduction of rationing in the United States stimulated a demand for this merchandise in Canada causing a 26 per cent increase. A 24 per cent advance recorded by women's clothing departments in February was modified to a 7 per cent gain in March. Men's clothing departments showed a similar slackening of activity, a 16 per cent decline occurring in March this year, in contrast with the 5 per cent increase in February. Stationery and book departments recorded the outstanding gain in March with a rise of 19 per cent. Sales of piece goods were 13 per cent higher, with drug and food departments reporting gains of 9 and 4 per cent. Household appliances and electrical supplies continued to show marked decreases, although sales for other durable goods departments showed smaller declines or greater increases than were shown in the February summary. Furniture sales, in fact, increased by 6 per cent in March after declining 20 per cent in February.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were only fractionally higher in March this year than in last, while sales in the first quarter averaged 12 per cent above the similar period of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1942 and March, 1943
(Based on dollar sales of 19 firms including mail order houses)

	March 1942	March 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS.....	26,072,748	26,618,165	+ 2.1
1. Women's dresses, coats and suits	3,060,299	3,250,861	+ 6.2
2. Girls' and infants' wear	939,081	1,135,230	+20.9
3. Hosiery and gloves	1,084,145	1,088,350	+ 0.4
4. Lingerie and corsets	1,097,313	1,191,655	+ 8.6
5. Millinery	378,566	341,498	- 9.8
6. Women's and Children's apparel -- (Total, 1-5)..	6,559,404	7,007,594	+ 6.8
7. Men's and Boys' clothing and furnishings	3,184,273	2,674,866	-16.0
8. Drug and toilet articles and preparations	740,101	802,798	+ 8.5
9. Piece goods	1,949,893	2,197,392	+12.7
0. Smallwares	874,298	943,624	+ 7.9
1. Food and kindred products	2,383,690	2,482,455	+ 4.1
2. Furniture (including mattresses and springs) ...	1,387,636	1,476,968	+ 6.4
3. Home furnishings	1,717,939	1,987,174	+15.7
4. Household appliances and electrical supplies ...	704,504	527,115	-25.2
5. Hardware and kitchen utensils	1,191,442	1,154,341	- 3.1
6. Radios, musical instruments and supplies	351,306	342,490	- 2.5
7. Shoes and other footwear	2,030,524	1,848,805	- 8.9
8. Stationery, books and magazines	342,293	407,148	+18.9
9. All other departments, total	2,655,445	2,765,395	+ 4.1

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1943

Sales in Canadian department stores in April, 1943, were 9 per cent higher than in April, 1942, and recorded a gain of 8 per cent above March of this year. The gain over April of last year is considerably larger than the average increase of 1.5 per cent in the first quarter, reflecting to some extent the concentration of Easter buying in April this year and in March of last. Total sales for the first four months of this year were 4 per cent above the corresponding period of 1942. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 157.5 for April, 1943, 145.1 for April, 1942, and 145.4 for March of this year.

The seasonally adjusted index receded from the high March level and stood at 153.1 in the month under review compared with 164.2 in March, 154.5 in February and 148.1 for January. The adjusted index for April was 3 per cent above the 148.8 recorded in April, 1942.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1942</u>		<u>1943</u>	
	<u>April</u>	<u>February</u>	<u>March</u>	<u>April</u>
Unadjusted indexes	145.1	116.2	145.4	157.5
Adjusted indexes	148.8	154.5	164.2	153.1

Increases between April of this year and last for each of the five economic divisions of the country with average gains for the first four months of the year in brackets are as follows: British Columbia, 14 per cent (10 per cent); Prairie Provinces, 2 per cent (7 per cent); Ontario, 4 per cent (unchanged); Quebec, 10 per cent (2 per cent); Maritime Provinces, 6 per cent (4 per cent).

For 20 firms which reported sales by departments, dollar business increased 8 per cent above April a year ago. Sales of women's apparel were up by 15 per cent, men's clothing departments were up 8 per cent, while footwear departments recorded a gain of 7 per cent over April, 1942. A gain of 35 per cent in sales for the stationery and book departments was outstanding. An increase of 17 per cent occurred in sales of smallwares. Piece goods departments reported sales 8 per cent above April last year. Food and drug departments both showed gains of 13 per cent. Sales of home furnishings continued to increase, sales in April being 17 per cent higher this year than last. Furniture sales were on a par with those recorded in the same month a year ago. Other durable goods departments reported declines, these ranging from 7 per cent in sales of radios and musical instruments to 36 per cent in sales of household appliances.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 18 per cent higher in April this year than last, while sales in the first four months of this year averaged 14 per cent above the same four months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1942 and April, 1943

(Based on dollar sales of 20 firms including mail order houses)

	April 1942	April 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	26,810,947	29,071,406	+ 8.4
. Women's dresses, coats and suits	3,375,868	3,782,558	+12.0
. Girls' and infants' wear	1,057,837	1,333,205	+26.0
. Hosiery and gloves gloves.....	1,191,567	1,418,827	+19.1
. Lingerie and corsets	1,052,992	1,118,774	+ 6.2
. Millinery	481,164	593,873	+23.4
. Women's and children's apparel--(Total, 1-5) .	7,159,428	8,247,237	+15.2
. Men's and boys' clothing and furnishings	3,171,718	3,422,438	+ 7.9
. Drug and toilet articles and preparations ...	667,003	753,231	+12.9
. Piece goods	1,661,089	1,788,607	+ 7.7
. Smallwares	813,703	951,869	+17.0
. Food and kindred products	2,261,163	2,559,403	+13.2
. Furniture (including mattresses and springs) .	1,445,047	1,445,349	(a)
. Home furnishings	1,906,290	2,225,302	+16.7
. Household appliances and electrical supplies .	719,351	509,101	-36.3
. Hardware and kitchen utensils	1,434,277	1,268,451	-11.6
. Radios, musical instruments and supplies	289,084	270,293	- 6.5
. Shoes and other footwear	2,086,737	2,228,893	+ 6.8
. Stationery, books and magazines	291,004	391,771	+34.6
. All other departments, total	2,825,053	3,009,461	+ 6.5

^{a)} Change of less than 0.1 per cent.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1943

The dollar volume of department store sales in Canada was 2 per cent lower in May, 1943, than in May, 1942, and declined 12 per cent from April of this year. During the first five months of the year, sales averaged 2 per cent above the corresponding period a year ago. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 139.4 for May, 1943, 142.2 for May, 1942 and 157.8 for April, 1943.

For the second successive month, the index adjusted for differences in number of business days and for normal seasonal variations declined below that for the preceding month. The adjusted index for May, 1943, at 139.0, was down sharply from the 153.4 recorded for April and compares with an average index of 155.1 for the first four months of this year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	1942		1943	
	May	March	April	May
Unadjusted indexes	142.2	145.4	157.8	139.4
Adjusted indexes	140.1	164.3	153.4	139.0

The decline in sales below May of last year is chiefly due to a falling off in Ontario department store sales, a decline of 8 per cent having occurred in that province. Sales in Ontario for the January to May period averaged 2 per cent below last year. Sales in the Maritime Provinces declined 2 per cent in May, but were up 3 per cent over the five-month period. Increases in May this year over last for other regions, with increases for the year-to-date in brackets, were as follows: Quebec, 3 per cent (2 per cent); Prairie Provinces, 3 per cent, (7 per cent); and British Columbia, 2 per cent (8 per cent).

Sales of 21 firms which reported sales by departments were down 4 per cent in May this year compared with May a year ago. Household appliances, radio and music and also hardware departments reported sales substantially lower than in May of last year, declines amounting to 38, 26 and 14 per cent respectively. The only notable increase was that recorded for stationery and book departments where sales were up 12 per cent from May, 1942. Minor increases or decreases occurred in all other departments. Sales of women's clothing were almost unchanged, men's clothing departments sold 3 per cent less merchandise and footwear sales were 7 per cent below May last year. Drug sales increased 6 per cent, food sales were up fractionally, while furniture and home furnishings reported sales lower by 7 and 5 per cent respectively.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 18 per cent higher in May this year than last, while sales in the first five months of this year averaged 17 per cent above the same five months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1942 and May, 1943
(Based on dollar sales of 21 firms including mail order houses)

	May, 1942	May, 1943	% Change, 1943/1942
TOTAL SALES, ALL DEPARTMENTS	\$ 26,137,565	\$ 25,188,830	- 3.6
1. Women's dresses, coats and suits	2,925,771	2,959,761	+ 1.2
2. Girls' and infants' wear	909,598	927,029	+ 1.9
3. Hosiery and gloves	1,124,722	1,122,456	- 0.2
4. Lingerie and corsets	1,179,859	1,080,740	- 8.4
5. Millinery	332,011	352,993	+ 6.3
6. Women's and children's apparel--(Total, 1-5) ...	6,471,961	6,442,979	- 0.4
7. Men's and boys' clothing and furnishings	2,705,385	2,632,968	- 2.7
8. Drug and toilet articles and preparations	663,213	701,085	+ 5.7
9. Piece goods	1,753,806	1,697,865	- 3.2
10. Smallwares	776,371	828,104	+ 6.7
11. Food and kindred products	2,406,406	2,417,277	+ 0.5
12. Furniture (including mattresses and springs) ...	1,615,762	1,497,137	- 7.3
13. Home furnishings	2,200,283	2,099,306	- 4.6
14. Household appliances and electrical supplies ...	786,288	484,918	-38.3
15. Hardware and kitchen utensils	1,421,959	1,222,713	-14.0
16. Radios, musical instruments and supplies	284,693	211,739	-25.6
17. Shoes and other footwear	2,039,859	1,893,068	- 7.2
18. Stationery, books and magazines	284,139	318,342	+12.0
19. All other departments, total	2,727,440	2,741,329	+ 0.5

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1943

Sales of department stores in Canada were 2 per cent lower in June, 1943, than in June, 1942, and were also 2 per cent below May of this year. The average monthly index during the first half of 1943 was 1.5 per cent greater than in the corresponding period of last year, gains of 8, 3 and 9 per cent in February, March and April being sufficient to offset decreases of 7 per cent in January and 2 per cent in each of the last two months. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 136.5 for June, 1943, 139.6 for June, 1942 and 139.0 for May, 1943.

The index adjusted for differences in number of business days and for normal seasonal variations recorded a further sharp decline in the month under review. The index number of 130.6 for June, 1943, compares with 138.6 for May, 153.4 for April, 164.3 for March, 154.5 for February and 148.1 for January, and is lower than that of any month since June, 1941.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1942		1943	
	June	April	May	June
Unadjusted indexes	139.6	157.8	139.0	136.5
Adjusted indexes	134.1	153.4	138.6	130.6

Results for various regions of the country revealed that declines were more widespread than in May, the Prairie Provinces being the only section to report an increase in department store sales in June this year over last. Sales during the first six months of this year were 6 per cent greater than last year in the Prairie Provinces. June declines in other regions, with results for the half-year in brackets, were as follows: Maritime Provinces, -2 per cent (+2 per cent); Quebec, -5 per cent (+1 per cent); Ontario, -4 per cent (-3 per cent) and British Columbia, -2 per cent (+6 per cent).

A decline of 4 per cent in June this year below last is reported for 19 departmental firms which reported sales by departments. Results for most commodity groupings were strikingly similar to those occurring in the preceding month. Food sales, however, which had shown a slight increase in May this year over last, were 8 per cent lower in June, while furniture sales in department stores fell off 12 per cent in June and were down only 7 per cent in May below last year. The following are percentage changes from June, 1942 for other departments: women's apparel, +1 per cent; men's wear, -1 per cent; drugs, +5 per cent; piece goods, -8 per cent; smallwares, +3 per cent; home furnishings, -5 per cent; household appliances, -36 per cent; hardware, -14 per cent; radio and music, -26 per cent; shoes, -2 per cent; stationery, +11 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 17 per cent higher in June this year than last, while sales in the first six months of this year also averaged 17 per cent above the same six months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

June, 1942 and June, 1943
(Based on dollar sales of 19 firms including mail order houses)

	June, 1942	June, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	25,733,329	24,707,356	- 4.0
1. Women's dresses, coats and suits	2,805,824	2,980,494	+ 6.2
2. Girls' and infants' wear	904,588	882,136	- 2.5
3. Hosiery and gloves	986,892	983,678	- 0.3
4. Lingerie and corsets	1,306,533	1,195,571	- 8.5
5. Millinery	296,057	307,630	+ 3.9
6. Women's and children's apparel--(Total, 1-5) ..	6,299,894	6,349,509	+ 0.8
7. Men's and boys' clothing and furnishings	2,900,281	2,879,159	- 0.7
8. Drug and toilet articles and preparations	692,668	728,156	+ 5.1
9. Piece goods	1,859,462	1,720,104	- 7.5
0. Smallwares	783,673	809,770	+ 3.3
1. Food and kindred products	2,287,207	2,116,738	- 7.5
2. Furniture (including mattresses and springs) ..	1,480,922	1,302,027	-12.1
3. Home furnishings	1,932,246	1,833,522	- 5.1
4. Household appliances and electrical supplies ..	710,123	457,676	-35.5
5. Hardware and kitchen utensils	1,234,121	1,056,156	-14.4
6. Radios, musical instruments and supplies	284,419	211,994	-25.5
7. Shoes and other footwear	2,126,170	2,079,566	- 2.2
8. Stationery, books and magazines	286,674	319,210	+11.3
9. All other departments, total	2,855,469	2,843,769	- 0.4

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1943

Sales of Canadian department stores in July, 1943, including the mail order business of department stores, were unchanged from July, 1942, and were down 18 per cent from June of this year. Dollar value of sales during the first seven months of the current year was 1.4 per cent higher than in the corresponding period a year ago. Unadjusted indexos (on the base, 1935-1939 = 100) stood at 112.6 for July, 1943, 112.6 for July, 1942 and 136.9 for June, 1943.

The downward trend revealed in the adjusted indexes for April, May and June was halted abruptly in July when the index rose to 144.9. This index, though somewhat below the average for the first part of the year, is substantially higher than the 131.0 recorded for June and the May index of 138.6.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1942		1943	
	July	May	June	July
Unadjusted indexes	112.6	139.0	136.9	112.6
Adjusted indexes	145.5	138.6	131.0	144.9

Minor increases which occurred in four of five regions for which separate figures are prepared were sufficient to offset a 4 per cent decline in Ontario. Sales comparisons between July of this year and last for various sections of the country, with results for the year-to-date in brackets, were as follows: Maritime Provinces, +3 per cent (+2 per cent); Quebec, +1 per cent (+1 per cent); Ontario, -4 per cent (-3 per cent); Prairie Provinces, +1 per cent (+5 per cent); and British Columbia, +4 per cent (+6 per cent).

Sales of 20 departmental firms which reported sales by departments were 1 per cent lower in July this year than last. Results for various departments again allowed almost the same pattern as in the two preceding months. Food sales, however, were on a par with those in July last year, following an 8 per cent decline recorded in the June comparison. The home furnishings department reported a 1 per cent gain over July last year; the furniture department was down 14 per cent; radio and musical instruments, 24 per cent and household appliances and electrical supplies, 37 per cent. Men's and women's clothing both reported sales 2 per cent higher while footwear sales were up 1 per cent. Drug sales were up 8 per cent and smallwares, 4 per cent with piece goods reporting sales 8 per cent lower than in July, 1942.

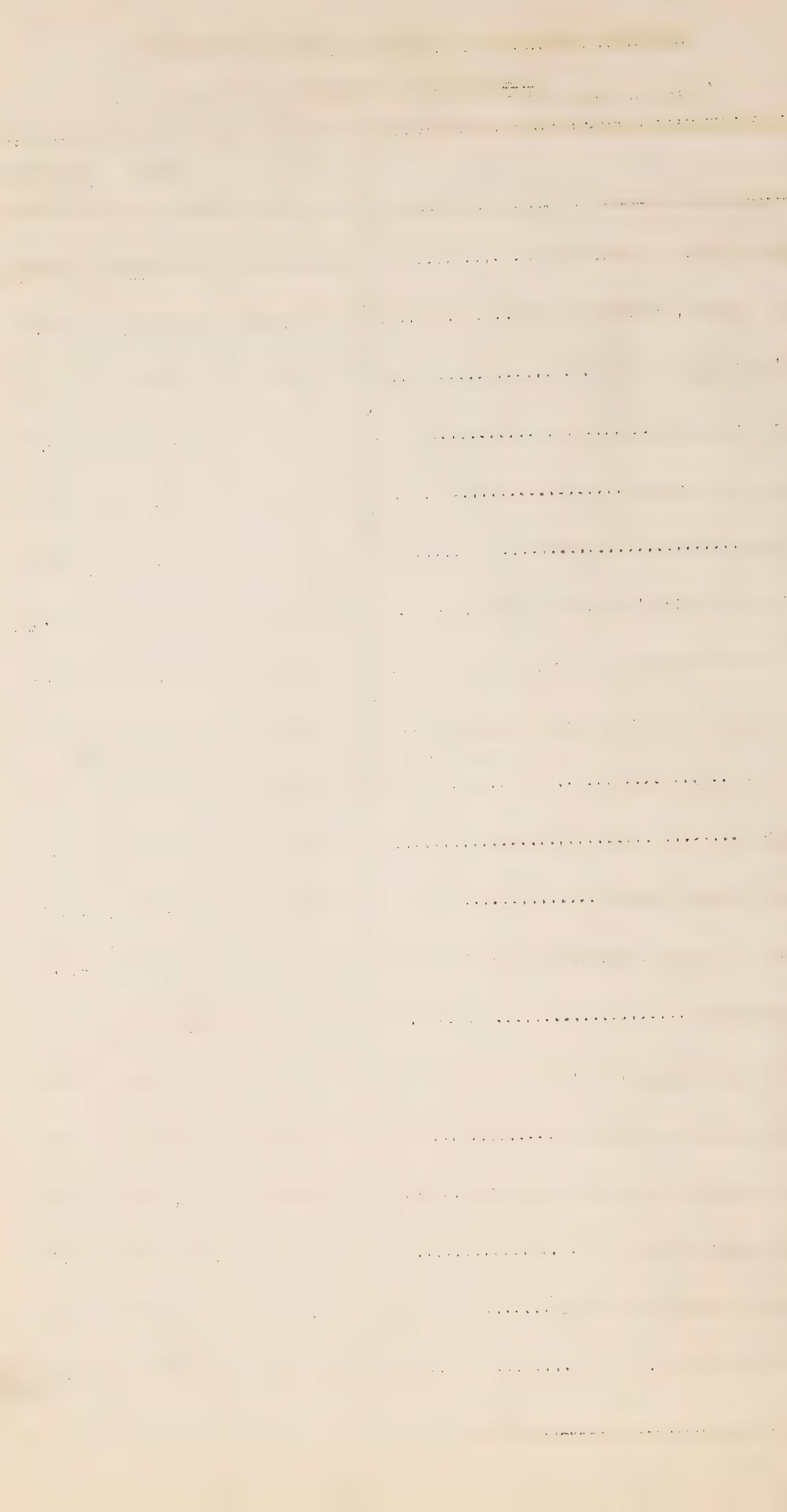
DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 15 per cent higher in July this year than last, while sales in the first seven months of this year averaged 17 per cent above the same seven months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

July, 1942 and July, 1943
(Based on dollar sales of 20 firms including mail order houses)

	July, 1942	July, 1943	% Change, 1943/1942
TOTAL SALES, ALL DEPARTMENTS	20,048,240	19,794,451	- 1.3
Women's dresses, coats and suits	1,890,434	2,043,437	+ 8.1
Girls' and infants' wear	631,068	631,675	+ 0.1
Hosiery and gloves	732,000	738,403	+ 0.9
Lingerie and corsets	1,047,810	974,402	- 7.0
Millinery	140,013	154,766	+10.5
Women's and children's apparel--(Total, 1-5) ...	4,441,325	4,542,683	+ 2.3
Men's and boys' clothing and furnishings	2,043,425	2,085,211	+ 2.0
Drugs and toilet articles and preparations	642,500	693,313	+ 7.9
Piece goods	1,661,669	1,523,267	- 8.3
Smallwares	666,573	693,023	+ 4.0
Food and kindred products	1,946,439	1,953,396	+ 0.4
Furniture (including mattresses and springs) ...	1,312,687	1,126,443	-14.2
Home furnishings	1,439,970	1,459,217	+ 1.3
Household appliances and electrical supplies ...	613,757	389,894	-36.5
Hardware and kitchen utensils	979,569	857,088	-12.5
Radios, musical instruments and supplies	265,869	202,953	-23.7
Shoes and other footwear	1,413,622	1,425,241	+ 0.8
Stationery, books and magazines	251,756	284,521	+13.0
All other departments, total	2,369,079	2,558,201	+ 8.0



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INTERNAL TRADE BRANCH
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1943

Sales of Canadian department stores in August, 1943, including the mail order business of department stores, were 6 per cent lower than in August, 1942, and were up 7 per cent from July of this year. Sales during the first eight months of the current year were 0.5 per cent higher than in the corresponding period a year ago. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 119.9 for August, 1943, 126.9 for August, 1942 and 112.5 for July, 1943.

The index with adjustments for differences in number of business days and for normal seasonal variations moved slightly upward from July, standing at 147.1 for the month under review as compared with 144.7 for the immediately preceding month. The adjusted index for the first eight months of this year averaged 147.7.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

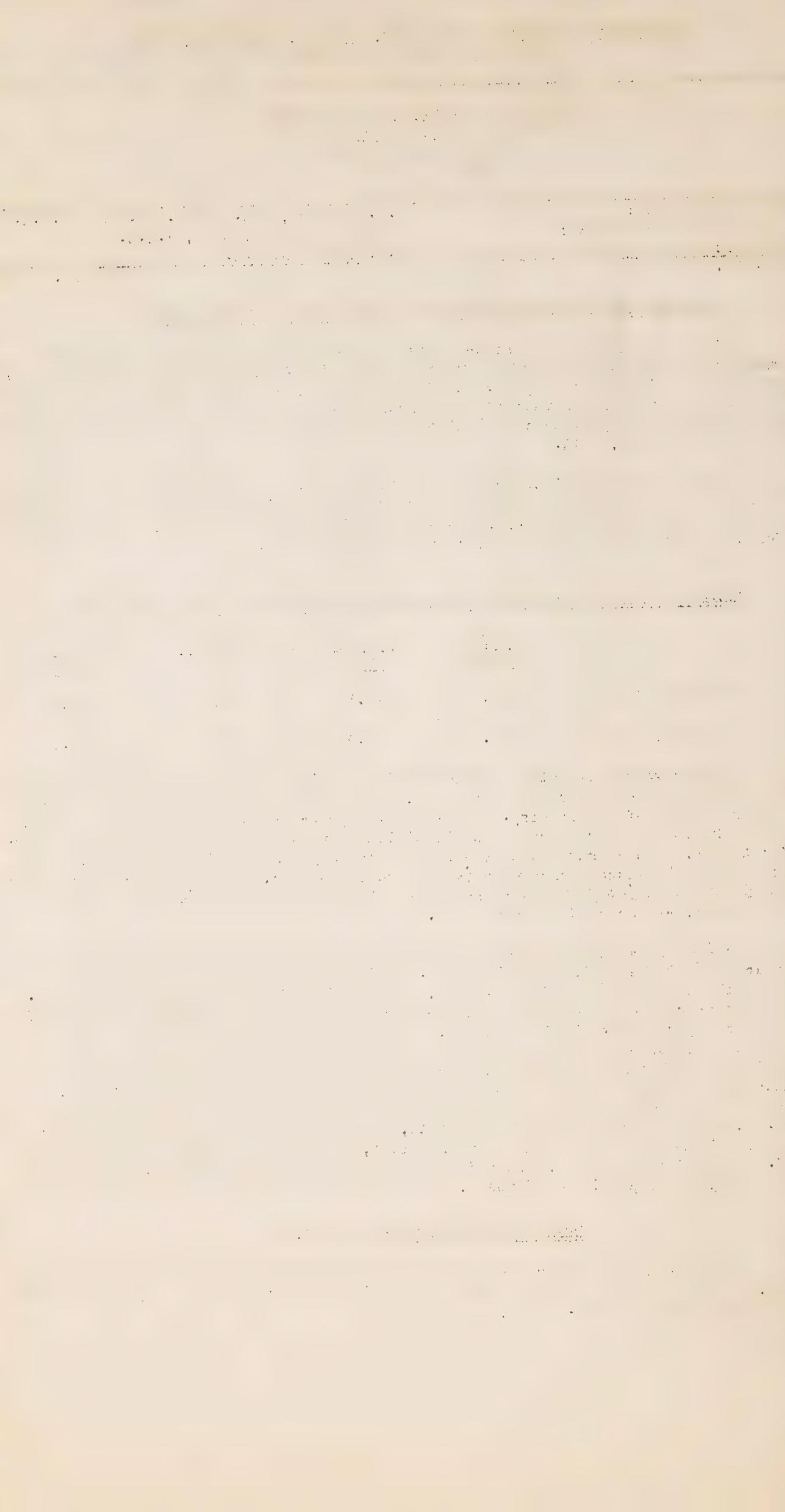
	<u>1942</u> <u>August</u>		<u>1943</u> <u>July</u>	<u>August</u>
Unadjusted indexes	126.9	136.8	112.5	119.9
Adjusted indexes	154.5	130.9	144.7	147.1

Dollar volume of sales in the Maritime Provinces was on a par in August this year with sales reported in August a year ago, but declines below August, 1942, occurred in all other regions of the country. Sales for the year-to-date were up 2 per cent in the Maritime Provinces as compared with the similar period a year ago. Regional comparisons for August, with average results for the first eight months in brackets, were as follows: Maritime Provinces, unchanged (+2 per cent); Quebec, -4 per cent (+1 per cent); Ontario, -10 per cent (-4 per cent); Prairie Provinces, -1 per cent (+5 per cent); and British Columbia, -7 per cent (+4 per cent).

Sales of 19 departmental firms which reported sales by departments were 8 per cent lower in August this year than last. Declines occurred in all commodity groupings with the exceptions of smallwares, stationery and miscellaneous departments. Sales of stationery and books were 11 per cent higher, with minor increases recorded for the other two departments. Men's clothing, women's apparel and the footwear department all reported declines of 5 per cent in sales below August of last year. A decline of 9 per cent in food sales may be attributed, at least partially, to the occurrence of only four Saturdays in August of this year and five Saturdays in the same month of 1942. Declines of 4 per cent in drug sales and of 12 per cent in sales of piece goods were recorded. Among the durable goods departments, home furnishings was the only classification to maintain sales close to last year's volume, a decline of only 5 per cent being recorded. Decreases for other household groups were as follows: hardware, 17 per cent; furniture, 25 per cent; radios and music, 27 per cent and household appliances, 34 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 5 per cent higher in August this year than last, while sales in the first eight months of this year averaged 15 per cent above the same eight months of 1942.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

August, 1942 and August, 1943
 (Based on dollar sales of 19 firms including mail order houses)

	August, 1942	August, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	22,451,040	20,628,232	- 8.1
1. Women's dresses, coats and suits	2,481,406	2,274,976	- 8.3
2. Girls' and infants' wear	697,505	740,175	+ 6.1
3. Hosiery and gloves	776,388	765,844	- 1.4
4. Lingerie and corsets	930,082	840,182	- 9.7
5. Millinery	194,644	216,734	+11.3
6. Women's and children's apparel--(Total, 1-5) ..	5,080,025	4,837,911	- 4.8
7. Men's and boys' clothing and furnishings	2,141,628	2,026,382	- 5.4
8. Drugs and toilet articles and preparations	665,887	641,389	- 3.7
9. Piece goods	1,969,259	1,731,029	-12.1
10. Smallwares	737,096	738,686	+ 0.2
11. Food and kindred products	2,045,677	1,856,171	- 9.3
12. Furniture (including mattresses and springs) ..	1,852,282	1,385,962	-25.2
13. Home furnishings	1,683,019	1,606,149	- 4.6
14. Household appliances and electrical supplies ..	726,514	477,244	-34.3
15. Hardware and kitchen utensils	954,325	793,767	-16.8
16. Radios, musical instruments and supplies	313,419	229,169	-26.9
17. Shoes and other footwear	1,494,417	1,417,059	- 5.2
18. Stationery, books and magazines	306,820	339,657	+10.7
19. All other departments, total	2,480,672	2,547,657	+ 2.7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1943

The dollar value of sales in Canadian department stores in September, 1943, including the mail order business of department stores, recorded a 3 per cent increase over September, 1942. This constitutes a reversal from the trend which had prevailed throughout the four preceding months when sales averaged about 2 per cent lower than in the similar period of last year. A comparison of cumulative totals for the first nine months revealed an increase of one per cent in 1943 over 1942. Sales in September of this year were 32 per cent higher than in August. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 159.1 for September, 1943, 154.9 for September, 1942 and 120.9 for August, 1943.

The adjusted index, which takes into account differences in number of business days and normal seasonal fluctuations, advanced sharply from August, standing at 156.8 for the month under review as compared with 148.4 for the immediately preceding month. The September index exceeded that recorded for other months of this year with the exception of March when the figure was 164.3. Adjusted indexes averaged 148.9 during the first nine months of 1943.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1942 September	1943 July	1943 August	1943 September
Unadjusted indexes	154.9	112.5	120.9	159.1
Adjusted indexes	152.7	144.7	148.4	156.8

Declines in September sales below sales for corresponding months a year ago occurred in three of the five economic divisions for which separate indexes are compiled. These declines occurred in Quebec, Ontario and British Columbia, the major regions, but were more moderate than in the immediately preceding months. Sizeable gains in the Maritime Provinces and the Prairie Provinces were sufficient to offset the decreases occurring elsewhere and resulted in the 3 per cent increase reported for Canada. Comparisons by regions for September of this year and last, with results for the first nine months in brackets, were as follows: Maritime Provinces, +17 per cent (+4 per cent); Quebec, -1 per cent (+1 per cent); Ontario, -5 per cent (-4 per cent); Prairie Provinces, +16 per cent (+6 per cent); and British Columbia, -3 per cent (+3 per cent).

Sales of 19 departmental firms which reported sales by departments averaged 2 per cent higher in September this year over last. Sales of most durable household goods continued well below last year's figures, while a marked decline of 10 per cent occurred in sales of food departments also. A decline of 29 per cent was recorded in sales of household appliances and electrical supplies while sales of radios and musical instruments were 28 per cent lower. Sales of hardware and furniture were down 6 and 3 per cent respectively and home furnishings departments showed sales only fractionally above those for September, 1942. Sales of women's clothing increased by 9 per cent, men's clothing sales were 8 per cent higher and footwear sales gained 3 per cent. Increases for September, 1943, over September, 1942, in other departments were as follows: drugs, 6 per cent; piece goods, 2 per cent; smallwares, 4 per cent; stationery and books, 10 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 3 per cent lower in September this year than last, while sales in the first nine months of this year averaged 13 per cent above the same nine months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

September, 1942 and September, 1943
(Based on dollar sales of 19 firms including mail order houses)

	September, 1942	September, 1943	% Change, 1943/1942
TOTAL SALES, ALL DEPARTMENTS	28,882,949	29,341,042	+ 1.6
1. Women's dresses, coats and suits	3,240,930	3,445,603	+ 6.3
2. Girls' and infants' wear	1,480,341	1,719,153	+16.1
3. Hosiery and gloves	1,170,460	1,275,415	+ 9.0
4. Lingerie and corsets	1,176,012	1,322,437	+12.5
5. Millinery	434,062	442,962	+ 2.1
6. Women's and children's apparel--(Total, 1-5) ...	7,501,805	8,205,570	+ 9.4
7. Men's and boys' clothing and furnishings	3,544,247	3,815,308	+ 7.6
8. Drugs and toilet articles and preparations	683,691	721,838	+ 5.6
9. Piece goods	2,391,252	2,443,443	+ 2.2
0. Smallwares	944,876	978,183	+ 3.5
1. Food and kindred products	2,193,942	1,954,640	-10.9
2. Furniture (including mattresses and springs) ...	1,695,652	1,649,456	- 2.7
3. Home furnishings	1,940,729	1,945,324	+ 0.2
4. Household appliances and electrical supplies ...	885,519	631,617	-28.7
5. Hardware and kitchen utensils	978,251	917,099	- 6.3
6. Radios, musical instruments and supplies	415,954	301,493	-27.5
7. Shoes and other footwear	2,130,977	2,204,334	+ 3.4
8. Stationery, books and magazines	544,730	598,083	+ 9.8
9. All other departments, total	3,031,324	2,974,654	- 1.9

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OTTAWA, CANADA

(63-1)

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1943

Dollar sales of department stores in Canada averaged 10 per cent higher in October than in the preceding month of September but were 4 per cent below the level of trading in October, 1942. Sales for the first ten months of 1943 were on a par with the volume of business transacted in the corresponding period a year ago. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stand at 175.6 for October, 159.1 for September and 181.9 for October, 1942.

The adjusted index, which takes into account the differences in number of business days and normal seasonal fluctuations, receded slightly from September but was above the average for the summer months. The October adjusted index stands at 155.3 compared with 156.8 for September, 148.4 for August and 144.7 for July.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1942		1943	
	October	August	September	October
Unadjusted indexes	181.9	120.9	159.1	175.6
Adjusted indexes	152.9	148.4	156.8	155.3

A marked decline of 18 per cent in British Columbia forms an outstanding feature of the comparison of sales between this year and last. Ontario sales were down by 5 per cent while Quebec reported a decrease of 3 per cent. Department store sales in the Maritime Provinces were practically unchanged from October a year ago while in the Prairie Provinces a minor gain of 3 per cent was reported. Comparisons between October of this year and last by regions with results for the first ten months of the year in brackets are as follows: Maritime Provinces, +1 per cent (+4 per cent); Quebec, -3 per cent (unchanged); Ontario, -5 per cent (-4 per cent); Prairie Provinces, +3 per cent (+6 per cent); and British Columbia, -18 per cent (unchanged).

Sales for 19 departmental firms which report their sales by departments averaged 3 per cent lower in October, 1943 than in the corresponding month of 1942. Sales of departments specializing in durable goods continue to show major declines compared with earlier periods. The household appliance and electrical supplies department reported a decline of 28 per cent below October, 1942, while the radio and musical instrument department recorded a decline of 46 per cent. Total sales for the women's and children's apparel department were down slightly by 2 per cent while the men's and boys' clothing and furnishings department was maintained at the October, 1942 level. The piece goods department declined 8 per cent, food and kindred products, 10 per cent, furniture, 5 per cent and home furnishings, 5 per cent. The drugs and toilet articles and preparations department reported an increase of 7 per cent while a more substantial gain of 15 per cent was recorded for stationery, books and magazines.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 5 per cent higher in October of this year than last, while sales for the first ten months of the year were up 12 per cent above the same ten months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1942 and October, 1943

(Based on dollar sales of 19 firms including mail order houses)

	October, 1942	October, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	32,993,248	31,973,751	- 3.1
1. Women's dresses, coats and suits	3,982,904	3,959,780	- 0.6
2. Girls' and infants' wear	1,779,576	1,689,422	- 5.1
3. Hosiery and gloves	1,523,751	1,560,699	+ 2.4
4. Lingerie and corsets	1,400,336	1,308,410	- 6.6
5. Millinery	459,054	462,298	+ 0.7
6. Women's and children's apparel--(Total, 1-5)	9,145,621	8,980,609	- 1.8
7. Men's and boys' clothing and furnishings	4,568,594	4,560,923	- 0.2
8. Drugs and toilet articles and preparations	775,344	832,618	+ 7.4
9. Piece goods	2,571,280	2,378,022	- 7.5
10. Smallwares	1,151,970	1,167,803	+ 1.4
11. Food and kindred products	2,562,006	2,294,588	-10.4
12. Furniture (including mattresses and springs)	1,722,482	1,643,302	- 4.6
13. Home furnishings	2,213,395	2,093,013	- 5.4
14. Household appliances and electrical supplies	786,752	563,298	-28.4
15. Hardware and kitchen utensils	973,544	942,765	- 3.2
16. Radios, musical instruments and supplies	482,415	259,014	-46.3
17. Shoes and other footwear	2,282,692	2,304,801	+ 1.0
18. Stationery, books and magazines	470,491	540,187	+14.8
19. All other departments, total	3,286,662	3,412,808	+ 3.8

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1943

Sales in Canadian department stores for November, including mail order sales, were 11 per cent higher than in October and recorded a gain of 5 per cent compared with November, 1942. The average increase for the first eleven months of 1943 over 1942 amounted to 1 per cent. Unadjusted indexes (or the base, 1935-1939 = 100) stood at 196.6 for November, 177.8 for October and 187.4 for November, 1942.

After adjustment for differences in number of business days and for normal seasonal variations, the index reached a new peak as it rose sharply to 169.3 in November from 157.3 in October.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1942		1943	
	November	September	October	November
Unadjusted indexes	187.4	159.1	177.8	196.6
Adjusted indexes	168.5	156.8	157.3	169.3

Increases in sales recorded by the Maritime Provinces and Quebec were 10 and 11 per cent respectively. Gains in the central and western regions were more moderate as both Ontario and British Columbia reported sales only 3 per cent higher and sales in the Prairie Provinces were up 4 per cent over November, 1942. Results for November of the two years, with cumulative comparisons in brackets, were as follows: Maritime Provinces, +10 per cent (+4 per cent); Quebec, +11 per cent (+1 per cent); Ontario, +3 per cent (-3 per cent); Prairie Provinces, +4 per cent (+5 per cent); and British Columbia, +3 per cent (+2 per cent).

Sales of 20 departmental firms which reported sales by departments averaged 2 per cent higher in November this year over last. Increases of 19 per cent for stationery and 15 per cent for drugs were the largest recorded for individual departments. Sales in smallwares departments were 9 per cent higher. Women's apparel departments reported sales up 5 per cent, men's clothing sales fell off 2 per cent, while consumer purchases of footwear in department stores were 4 per cent above the same month of the preceding year. An increase of 4 per cent in furniture sales and a fractional gain in hardware sales terminated a long series of declines in corresponding-month comparisons for these two departments. Home furnishings sales were also 2 per cent above those for November, 1942. Declines in household appliance and radio and music sales continued to be substantial, amounting to 18 and 41 per cent respectively for November.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 12 per cent higher in November of this year than last, while a similar 12 per cent increase was recorded in the eleven months of 1943 over 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1942 and November, 1943
(Based on dollar sales of 20 firms including mail order houses)

	November, 1942	November, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	34,120,730	34,932,924	+ 2.4
1. Women's dresses, coats and suits	3,874,160	4,306,026	+11.1
2. Girls' and infants' wear	1,576,282	1,574,754	- 0.1
3. Hosiery and gloves	1,651,555	1,722,856	+ 4.3
4. Lingerie and corsets	1,534,137	1,484,910	- 3.2
5. Millinery	390,395	412,748	+ 5.7
6. Women's and children's apparel--(Total, 1-5)	9,026,529	9,501,294	+ 5.3
7. Men's and boys' clothing and furnishings ...	4,831,366	4,752,813	- 1.6
8. Drugs and toilet articles and preparations .	918,374	1,058,528	+15.3
9. Piece goods	2,446,813	2,359,884	- 3.6
10. Smallwares	1,332,450	1,447,827	+ 8.7
11. Food and kindred products	2,510,829	2,324,397	- 7.4
12. Furniture (including mattresses and springs)	1,534,981	1,596,295	+ 4.0
13. Home furnishings	2,172,099	2,221,413	+ 2.3
14. Household appliances and electrical supplies	648,204	528,693	-18.4
15. Hardware and kitchen utensils	912,241	915,125	+ 0.3
16. Radios, musical instruments and supplies ...	485,356	286,329	-41.0
17. Shoes and other footwear	2,448,985	2,544,076	+ 3.9
18. Stationery, books and magazines	682,106	808,423	+18.5
19. All other departments, total	4,170,397	4,587,827	+10.0

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1943

Sales in Canadian department stores for December, including mail order sales, were 23 per cent higher than in November, but recorded a decline of 1 per cent compared with December, 1942. Dollar volume of sales during 1943 was 1 per cent greater than in 1942. Unadjusted indexes (on the base, 1935-1939=100) stood at 239.7 for December, 1943 for November and 241.6 for December, 1942.

The adjusted index of sales was reduced sharply in December from the high level to which it had risen in November following five successive month-to-month advances. With corrections for differences in number of business days and for normal seasonal movements, the December index was 145.5, approximately on a par with adjusted indexes for December of 1941 and 1942, and comparing with an index of 168.5 in the immediately preceding month of November.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1942	1943		
	December	October	November	December
Unadjusted indexes	241.6	177.8	195.7	239.7
Adjusted indexes	146.6	157.3	168.5	145.5

Sales of department stores located in Quebec and Ontario declined 2 and 3 per cent respectively below 1942. These reductions offset minor increases which occurred in other regions. Sales comparisons between December, 1943 and December, 1942 for the various regions of the country, with results for the full year in brackets, were as follows: Maritime Provinces, +2 per cent (+4 per cent); Quebec, -2 per cent (+1 per cent); Ontario, -3 per cent (-3 per cent); Prairie Provinces, +1 per cent (+5 per cent). British Columbia reported a fractional gain over December, 1942, while 1943 sales in that province gained one per cent over the preceding year.

Total sales reported by 18 departmental firms which provided a breakdown of sales by departments were 2 per cent lower in December, 1943 than in the same month of 1942. Declines predominated among results for individual departments, increases occurring in only five of the fourteen major departmental classifications. Drug departments sold 9 per cent more merchandise than in December of 1942, furniture and stationery departments both reported sales 7 per cent higher, while smallwares sales were up 5 per cent. An increase of 1 per cent was recorded in sales of women's apparel, but men's clothing and furnishings sales were reported 3 per cent lower and sales for footwear departments declined 4 per cent. Food sales were 9 per cent lower and hardware sales were down 1 per cent. Largest decreases were those in household appliances departments and in radio and music departments where sales dropped 18 and 45 per cent respectively below December, 1942 volume.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 10 per cent higher in December, 1943, over December, 1942, while the average increase for the year 1943 over 1942 amounted to 11 per cent.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

December, 1942 and December, 1943
(Based on dollar sales of 18 firms including mail order houses)

	December, 1942	December, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	44,443,728	43,736,071	- 1.6
1. Women's dresses, coats and suits	3,926,115	4,243,651	+ 8.1
2. Girls' and infants' wear	1,732,725	1,648,564	- 4.9
3. Hosiery and gloves	2,483,915	2,443,306	- 1.6
4. Lingerie and corsets	2,301,977	2,192,639	- 4.7
5. Millinery	326,427	350,652	+ 7.4
6. Women's and children's apparel--(Total, 1-5)	10,771,159	10,878,812	+ 1.0
7. Men's and boys' clothing and furnishings ...	6,012,178	5,850,992	- 2.7
8. Drugs and toilet articles and preparations .	1,931,852	2,095,214	+ 8.5
9. Piece goods	2,626,764	2,408,798	- 8.3
10. Smallwares	2,058,894	2,155,035	+ 4.7
11. Food and kindred products	3,269,461	2,982,003	- 8.8
12. Furniture (including mattresses and springs)	1,476,673	1,583,041	+ 7.2
13. Home furnishings	2,508,644	2,494,414	- 0.6
14. Household appliances and electrical supplies	731,695	598,305	-18.2
15. Hardware and kitchen utensils	1,006,462	996,282	- 1.0
16. Radios, musical instruments and supplies ...	609,762	332,786	-45.4
17. Shoes and other footwear	2,872,796	2,763,705	- 3.8
18. Stationery, books and magazines	1,593,861	1,698,241	+ 6.5
19. All other departments, total	6,973,527	6,898,443	- 1.1

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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OTTAWA, CANADA

63-002

Dominion Statisticians S.A. Cudmore, M.A., (Oxon.) F.S.S., F.R.S.C.
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1944

Sales in Canadian department stores for January, 1944, including mail order sales, were 54 per cent lower than in December, but recorded an increase of 3 per cent compared with January, 1943. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 111.4 for January, 1944, 240.2 for December, 1943 and 107.8 for January, 1943.

The January decline from December was less than the usual seasonal movement from the Christmas peak which was less pronounced than usual due to forward Christmas buying in November in anticipation of stock shortages. The seasonally adjusted index for January stands at 153.6 compared with 145.8 for December, 168.8 for November and an average of 151.0 for the twelve months of 1943.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1943		1944
	January	November	December
Unadjusted indexes	107.8	196.0	240.2
Adjusted indexes	148.1	168.8	145.8

Department stores located in western regions of the country reported sizeable gains in business over January a year ago, increases amounting to 11 per cent in the Prairie Provinces and 7 per cent in British Columbia. These gains contrasted with advances of 1 per cent in the Maritime Provinces, 2 per cent in Quebec and a decrease of 2 per cent in sales of Ontario department stores.

Sales of 18 departmental firms which provided a breakdown of sales by departments averaged 1 per cent higher in January this year over last. Furniture departments recorded an 18 per cent increase in sales volume and stationery and book departments increased their sales 17 per cent over January, 1943. Most pronounced declines were those for radio and music departments and for household appliances departments whose sales fell off 32 and 17 per cent respectively. Sales of all other commodity groupings were within a narrow range of January, 1943 business. Percentage changes for the remaining departments were as follows: women's clothing, +3 per cent; men's clothing, +1 per cent; footwear, -1 per cent; home furnishings, -2 per cent; hardware, +2 per cent; drugs, +5 per cent; food, -4 per cent; piece goods, -5 per cent and smallwares, +1 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 5 per cent higher in January, 1944, over January, 1943.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1943 and January, 1944

(Based on dollar sales of 18 firms including mail order houses)

	January, 1943	January, 1944	% Change, 1944/1943
TOTAL SALES, ALL DEPARTMENTS	18,964,125	19,116,243	+ 0.8
1. Women's dresses, coats and suits	1,961,960	1,979,862	+ 0.9
2. Girls' and infants' wear	570,626	634,403	+11.2
3. Hosiery and gloves	771,062	803,682	+ 4.2
4. Lingerie and corsets	960,867	941,690	- 2.0
5. Millinery	135,977	161,533	+18.8
6. Women's and children's apparel--(Total, 1-5)	4,400,492	4,521,170	+ 2.7
7. Men's and boys' clothing and furnishings	1,864,931	1,878,103	+ 0.7
8. Drugs and toilet articles and preparations..	676,413	712,116	+ 5.3
9. Piece goods	1,912,642	1,808,453	- 5.4
10. Smallwares	796,002	803,140	+ 0.6
11. Food and kindred products	2,188,035	2,094,225	- 4.3
12. Furniture (including mattresses and springs)	987,905	1,172,905	+18.7
13. Home furnishings	1,275,102	1,254,778	- 1.6
14. Household appliances and electrical supplies	409,740	339,758	-17.1
15. Hardware and kitchen utensils	620,425	632,534	+ 2.0
16. Radios, musical instruments and supplies ...	297,335	200,997	-32.4
17. Shoes and other footwear	1,125,176	1,112,655	- 1.1
18. Stationery, books and magazines	345,565	403,385	+16.7
19. All other departments, total	2,062,362	2,182,024	+ 5.8

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DOMINION BUREAU OF STATISTICS

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63-002

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Vol. VII - No. 2

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PRELIMINARY INDEXES ON DEPARTMENT STORE SALES - FEBRUARY 1944

The dollar value of retail sales in Canadian department stores for February (including mail order sales) was 1 per cent higher than in February a year ago and recorded an increase of 12 per cent over January, 1944. Unadjusted indexes (on the base, 1935-1939-100) stood at 122.3 for February, 1944, 109.5 for January, 1944 and 116.2 for February, 1943. There was one extra business day in February this year. When adjusted to an average daily sales basis, the increase over February, 1943, is reduced to 1 per cent.

The index corrected back for differences in number of business days and for seasonal fluctuations stood at 124.3 for February, 151.0 for January, 145.8 for December, 1943, and 154.5 for February of last year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES 1935-1939 = 100

	1943		1944	
	February	December	January	February
Unadjusted indexes	116.2	240.2	109.5	122.3
Adjusted indexes	154.5	145.8	151.0	156.0

Department store sales were higher for all regions of the country in February this year compared with last. Regional results for February, with comparisons for the first two months of this year and last in brackets, were as follows: Maritime Provinces, +7 per cent (+7 per cent); Quebec, +5 per cent (+1 per cent); Ontario, unchanged (+1 per cent); Prairie Provinces, +11 per cent (+11 per cent); British Columbia, +7 per cent (+7 per cent).

Sales of 17 firms which reported sales to departments averaged 4 per cent higher in February, 1944 over 1943. The greatest expansion between February of the two years occurred in furniture departments where sales were up 30 per cent. Sales of piece goods advanced sharply, an 11 per cent increase for February comparing with a 6 per cent decline reported in January. Sales of books and stationery, increased 11 per cent and souvenirs, 9 per cent above February, 1943. Sales of men's clothing gained 8 per cent and women's apparel departments 11.5 per cent more business in February this year. A decline of 17 per cent in sales of footwear reflects the high level of footwear purchasing in February last year when consumer demand was stimulated by the return of men to the United States. Food and drug departments both recorded minor gains of 1 per cent. Sales of household appliances were down 12 per cent while radio and music department sales were 30 per cent lower.

Note: Revisions to data reported to the Bureau have necessitated alterations to the January results published last month. A corrected summary of sales by departments is contained on Page 7 of this bulletin. Revision to the January sales index for Quebec changes the 1 per cent increase originally reported to a decline of 9 per cent compared with January, 1943.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1943 and February, 1944
(Based on dollar sales of 17 firms including mail order houses)

	February, 1943	February, 1944	% Change 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	20,967,015	21,800,290	+ 4.0
1. Women's dresses, coats and suits	2,234,761	2,253,249	+ 0.8
2. Girls' and infants' wear	670,191	755,503	+12.7
3. Hosiery and gloves	828,704	875,075	+ 5.6
4. Lingerie and corsets	978,586	1,036,080	+ 5.9
5. Millinery	175,102	187,629	+ 7.2
6. Women's and children's apparel--(Total, 1-5) .	4,887,344	5,107,536	+ 4.5
7. Men's and boys' clothing and furnishings	1,890,706	2,033,228	+ 7.5
8. Drugs and toilet articles and preparations ...	731,306	754,206	+ 3.1
9. Piece goods	1,930,623	2,151,373	+11.4
10. Smallwares	828,720	902,480	+ 8.9
11. Food and kindred products	2,234,567	2,302,265	+ 3.0
12. Furniture (including mattresses and springs) .	1,238,150	1,467,569	+20.1
13. Home furnishings	1,572,049	1,600,385	+ 1.8
14. Household appliances and electrical supplies .	459,330	403,033	-12.3
15. Hardware and kitchen utensils	767,609	830,736	+ 8.2
16. Radios, musical instruments and supplies	304,609	212,626	-30.2
17. Shoes and other footwear	1,510,747	1,259,186	-16.7
18. Stationery, books and magazines	377,630	418,032	+10.7
19. All other departments, total	2,233,625	2,337,635	+ 4.7

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 5 per cent higher in February, 1944, over February, 1943.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1943 and January, 1944 (Revised)⁽¹⁾

(Based on dollar sales of 18 firms including mail order houses)

	January, 1943	January, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	18,964,125	18,852,468	- 0.6
1. Women's dresses, coats and suits	1,961,960	1,962,116	(a)
2. Girls' and infants' wear	570,626	626,265	+ 9.8
3. Hosiery and gloves	771,062	786,181	+ 2.0
4. Lingerie and corsets	960,867	931,027	- 3.1
5. Millinery	135,977	160,187	+17.8
6. Women's and children's apparel --(Total, 1-5) ...	4,400,482	4,465,776	+ 1.5
7. Men's and boys' clothing and furnishings	1,864,931	1,825,252	- 2.1
8. Drugs and toilet articles and preparations	676,413	698,221	+ 3.2
9. Piece goods	1,912,642	1,794,046	- 6.2
0. Smallwares	798,002	782,290	- 2.0
1. Food and kindred products	2,188,035	2,085,447	- 4.7
2. Furniture (including mattresses and springs) ...	987,902	1,165,012	+18.0
3. Home furnishings	1,275,102	1,237,693	- 2.9
4. Household appliances and electrical supplies ...	409,740	381,552	-19.1
5. Hardware and kitchen utensils	620,425	629,389	+ 1.4
6. Radios, musical instruments and supplies	297,365	198,803	-33.1
7. Shoes and other footwear	1,125,176	1,101,439	- 2.1
8. Stationery, books and magazines	345,565	388,631	+12.5
9. All other departments, total	2,062,362	2,148,311	+ 4.2

⁽¹⁾ Figures for January, 1944 have been altered to allow for revisions in data reported.
⁽²⁾ Change of less than 0.1 per cent.

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DOMINION BUREAU OF STATISTICS
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OTTAWA, CANADA

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1944

Sales in Canadian department stores (including mail order business transacted by departmental firms) were 11 per cent higher in March of this year than in March a year ago and recorded a 32 per cent gain over February, 1944. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 167.0 for March, 1944, 122.4 for February, 1944 and 145.4 for March, 1943. Early spring weather stimulated March sales, especially in clothing lines. In addition to the weather factor, it should also be noted that the customary Easter buying was divided between March and April this year, whereas the Easter trade was almost entirely concentrated in April a year ago.

After making allowance for normal seasonal variations and for the shifting date of Easter, the adjusted index in March, 1944 was the highest yet recorded, standing at 172.7 compared with 156.3 in February and 151.0 in January.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1938 = 100

	<u>1943</u>		<u>1944</u>	
	<u>March</u>	<u>January</u>	<u>February</u>	<u>March</u>
Unadjusted indexes	145.4	109.5	122.4	162.0
Adjusted indexes	164.3	151.0	156.3	172.7

The advance in department store sales was shared by all regions, although increases recorded in the Maritimes and the Prairie Provinces exceeded by a wide margin those occurring elsewhere. The provinces of Quebec and British Columbia reported higher increases in March than in the first two months of the year, but results for Ontario showed little change. Sales increases in March for various regions of the country, with gains for the first quarter of the year in brackets, were as follows: Maritime Provinces, 28 per cent (14 per cent); Quebec, 15 per cent (4 per cent); Ontario, 2 per cent (unchanged); Prairie Provinces, 20 per cent (16 per cent) and British Columbia, 11 per cent (8 per cent).

The increase in total sales of 30 firms which reported a breakdown of sales by departments was the same, at 11 per cent, as that recorded for all firms. The greater portion of the increased volume of business resulted from heavy purchasing of men's and women's apparel, price goods and the continued upward trend in sales of furniture. Sales of women's clothing were 15 per cent higher than in March, 1943, while men's clothing departments recorded an increase of 10 per cent. Footwear sales gained 9 per cent in the same comparison. Price goods departments showed an increase of 23 per cent in sales. The increase recorded for furniture amounted to 18 per cent, but other household lines showed less activity. Home furnishings department reported sales up 6 per cent, while household appliance sales were 6 per cent lower and radio and music departments did 35 per cent less business than last year. An increase of 10 per cent was recorded in sales of hardware. Moderate gains of 5 and 3 per cent were reported for drug and food departments respectively.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 17 per cent higher in March, 1944 over March, 1943, and averaged 9 per cent higher during the first quarter.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1943 and March, 1944
(Based on dollar sales of 20 firms including mail order houses)

	March, 1943	March, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	27,247,501	30,344,757	+11.4
1. Women's dresses, coats and suits	3,347,719	3,818,606	+14.1
2. Girls' and infants' wear	1,165,494	1,457,370	+25.0
3. Hosiery and gloves	1,123,566	1,196,399	+ 6.5
4. Lingerie and corsets	1,218,944	1,490,902	+22.3
5. Millinery	360,510	405,584	+12.5
6. Women's and children's apparel---(Total, 1-5)	7,216,233	8,368,861	+16.0
7. Men's and boys' clothing and furnishings	2,790,698	3,284,913	+17.7
8. Drugs and toilet articles and preparations	810,566	853,224	+ 5.3
9. Piece goods	2,229,100	2,733,343	+22.6
10. Smallwares	957,656	1,090,420	+13.9
11. Food and kindred products	2,559,131	2,644,996	+ 3.4
12. Furniture (including mattresses and springs)	1,487,372	1,756,446	+18.1
13. Home furnishings	2,016,662	2,144,892	+ 6.4
14. Household appliances and electrical supplies	533,429	503,023	- 5.7
15. Hardware and kitchen utensils	1,196,187	1,309,351	+ 9.5
16. Radios, musical instruments and supplies	338,198	219,089	-35.2
17. Shoes and other footwear	1,909,199	2,078,937	+ 8.9
18. Stationery, books and magazines	408,202	451,565	+10.6
19. All other departments, total	2,794,868	2,905,697	+ 4.0

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1944

The dollar volume of department store sales in Canada (including the mail order business transacted by departmental firms) was 4 per cent higher in April of this year than in April a year ago and recorded a 1 per cent gain over March, 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 164.3 for April, 1944, 163.2 for March, 1944 and 157.9 for April, 1943. Sales in the first four months of this year averaged 6 per cent above the corresponding period a year ago.

The adjusted index, wherein allowance is made for difference in number of business days, for normal seasonal variations and for the shifting date of Easter, stood at 174.0 in April. This figure is identical with the revised adjusted index for March and compares with indexes of 166.3 in February and 151.3 in January of this year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES 1935-1939 = 100

	1943	1944		
	April	February	March	April
Unadjusted indexes	157.9	122.4	163.2	164.3
Adjusted indexes	153.5	156.3	174.0	174.0

All regions of the country reported increased sales in April this year over last. Identical gains of 8 per cent in the Maritime Provinces and in the Prairie Provinces were the largest recorded. Increases for the first four months of the year in these two regions averaged 12 and 13 per cent higher respectively. Gains of 4 per cent over April last year occurred in both Quebec and British Columbia while increases for the first four months amounted to 1 per cent in Quebec and 7 per cent in British Columbia. Ontario's increase of 1 per cent in April was on a par with the average increase in that province for the January-to-April period.

April, 1944 sales of 19 departmental firms which reported sales by departments were 6 per cent higher this year than in April a year ago. Increases in furniture and piece goods continue to feature the summary by departments; these two departments recorded gains of 19 per cent in the month under review. Men's clothing sales were 9 per cent higher, women's apparel sales were up 6 per cent while footwear departments gained 7 per cent over April last year. Hardware sales averaged 7 per cent greater, drug sales were up 3 per cent and millinery, 5 per cent. Declines, ranging from 1 to 3 per cent, occurred in departments specializing in household appliances and electrical goods, food and home furnishings. The only pronounced decline was that for the radio and music departments, whose sales were 28 per cent below April, 1943.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 2 per cent higher in April, 1944 over April, 1943, and averaged 7 per cent higher during the first four months.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1943 and April, 1944

(Based on dollar sales of 19 firms including mail order houses)

	April, 1943	April, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	<u>28,673,332</u>	<u>30,353,327</u>	+ 5.9
1. Women's dresses, coats and suits	3,730,781	4,043,134	+ 8.4
2. Girls' and infants' wear	1,281,138	1,382,940	+ 7.9
3. Hosiery and gloves	1,393,228	1,402,052	+ 0.6
4. Lingerie and corsets	1,128,605	1,246,509	+10.4
5. Millinery	576,783	557,696	- 3.3
6. Women's and children's apparel--(Total, 1-5)	<u>8,110,535</u>	<u>8,632,331</u>	+ 6.4
7. Men's and boys' clothing and furnishings	3,356,941	3,665,535	+ 9.2
8. Drugs and toilet articles and preparations	748,721	768,408	+ 2.6
9. Piece goods	1,779,203	2,112,260	+18.7
10. Smallwares	942,909	991,954	+ 5.2
11. Food and kindred products	2,558,636	2,502,031	- 2.2
12. Furniture (including mattresses and springs)	1,428,400	1,702,153	+19.2
13. Home furnishings	2,223,236	2,152,990	- 3.2
14. Household appliances and electrical supplies	518,180	512,975	- 1.0
15. Hardware and kitchen utensils	1,218,414	1,306,088	+ 7.2
16. Radios, musical instruments and supplies	259,479	187,567	-27.7
17. Shoes and other footwear	2,203,501	2,358,583	+ 7.0
18. Stationery, books and magazines	385,207	392,823	+ 2.0
19. All other departments, total	2,939,970	3,067,629	+ 4.3

Note: "This Bureau is co-operating in the conservation of paper on account of the present critical shortage thereof. If this bulletin is not needed by you, please notify the Dominion Statistician and your name will be removed from our mailing list."

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1944

Sales in Canadian department stores during May (including the mail order business transacted by departmental firms) were 20 per cent higher than in May, 1943 and gained 1 per cent over April, 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 166.3 for May, 1944, 164.3 for April, 1944 and 139.1 for May, 1943. Sales in the January-to-May period were 9 per cent higher this year than last.

The adjusted index, in which allowances are made for differences in number of business days and for normal seasonal variations, stood at 160.0 for May. The fact that this index is considerably below the index of 174.0 recorded in each of the two preceding months, the sharp increase in May sales over a year ago notwithstanding, reflects the low level of trade in May last year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1943		1944	
	May	March	April	May
Unadjusted indexes	139.1	163.2	164.3	166.3
Adjusted indexes	138.7	174.0	174.0	160.0

Substantial gains were recorded in all sections of the country, those for the Maritime Provinces, Ontario and the Prairie Provinces equaling or exceeding the average gain for Canada, while increases in Quebec and British Columbia were below the average. May increases for the various regions, with average gains for the year-to-date in brackets, were as follows: Maritime Provinces, 25 per cent (15 per cent); Quebec, 18 per cent (7 per cent); Ontario, 21 per cent (5 per cent); Prairie Provinces, 20 per cent (14 per cent) and British Columbia, 13 per cent (8 per cent).

An increase of 20 per cent was recorded by 19 departmental firms which furnished reports on sales by departments. The only decline among the results for various departments was a 19 per cent decrease in sales of radio and music. Furniture and piece goods departments again showed most pronounced gains, with advances of 34 and 32 per cent respectively over May, 1943. A feature of the May results is the pronounced increase in sales of wearing apparel. Identical gains of 22 per cent were recorded for men's clothing and women's clothing, while footwear sales gained 23 per cent. Increases within the 15 to 20 per cent range were recorded by drug, smallwares, home furnishings and hardware departments. Food sales averaged 7 per cent higher, with an increase of 13 per cent occurring in sales of stationery departments.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 18 per cent higher in May, 1944 over May, 1943, and averaged 9 per cent higher during the first five months.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1943 and May, 1944

(Based on dollar sales of 19 firms including mail order houses)

	May, 1943	May, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	<u>25,111,291</u>	<u>30,110,205</u>	+19.9
1. Women's dresses, coats and suits	2,964,223	3,727,939	+25.8
2. Girls' and infants' wear	925,659	1,195,956	+29.2
3. Hosiery and gloves	1,106,229	1,189,804	+ 7.6
4. Lingerie and corsets	1,082,136	1,353,776	+25.1
5. Millinery	341,658	371,329	+ 8.7
6. Women's and children's apparel--(Total, 1-5)	<u>6,419,905</u>	<u>7,838,804</u>	+22.1
7. Men's and boys' clothing and furnishings	2,659,150	3,243,436	+22.0
8. Drugs and toilet articles and preparations	696,334	814,428	+17.0
9. Piece goods	1,691,398	2,238,365	+32.3
10. Smallwares	824,808	952,638	+15.5
11. Food and kindred products	2,370,518	2,542,017	+ 7.2
12. Furniture (including mattresses and springs)	1,487,094	1,997,154	+34.3
13. Home furnishings	2,062,559	2,438,678	+18.2
14. Household appliances and electrical supplies	479,619	543,184	+13.3
15. Hardware and kitchen utensils	1,203,325	1,438,471	+19.5
16. Radios, musical instruments and supplies	213,238	172,988	-18.9
17. Shoes and other footwear	1,938,573	2,378,460	+22.7
18. Stationery, books and magazines	314,519	355,927	+13.2
19. All other departments, total	2,750,251	3,155,655	+14.7

**MERCHANDISING FILE C
DOMESTICS FILE**

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH

OTTAWA, CANADA

43-002

Dominion Statistician: S.A. Gudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A.C. Stedman, B.A.
Vol. VII - No. 6

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1944

The dollar volume of department store sales in Canada during June (including the mail order business transacted by departmental firms) was 9 per cent higher than in June, 1943, but declined 10 per cent below May, 1944. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 149.6 for June, 1944, 166.2 for May, 1944 and 136.8 for June, 1943. Sales in the first half of 1944 were 9 per cent above sales in the same period of last year.

The adjusted index, in which allowances are made for differences in number of business days and for normal seasonal variations, stood at 142.6 for June. This figure represents a substantial reduction from the adjusted index of 160.0 recorded in May, which in turn was sharply down from the index of 174.0 for April.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	1943	1944		
	June	April	May	June
Unadjusted indexes	136.8	164.3	166.2	149.6
Adjusted indexes	130.9	174.0	160.0	142.6

Sales of department stores located in Western Canada recorded increases which were somewhat higher than the gain over June a year ago recorded for the Dominion. Gains in eastern and central sections of the country were fairly uniform, but were slightly below the average increase for Canada. Increases recorded in June this year over last for various regions of the country, with results for the first half of the year in brackets, were as follows: Maritime Provinces, +7 per cent (+13 per cent); Quebec, +7 per cent (+7 per cent); Ontario, +6 per cent (+5 per cent); Prairie Provinces, +13 per cent (+11 per cent) and British Columbia, +16 per cent (+9 per cent).

The total sales of 16 departmental firms which reported sales by departments were 11 per cent higher in June this year compared with last. Increases recorded by apparel departments and by departments specializing in the sale of household appliances and electrical supplies were more moderate than gains recorded in the preceding month of May. The increase in food store sales was somewhat higher than that recorded in May. Other departments reported increases of somewhat similar proportions to those recorded in May. Furniture and piece goods departments reported gains in sales amounting to 32 and 26 per cent respectively, continuing the pronounced increase in activity which these two departments have experienced during several recent months. In the apparel lines women's clothing recorded an increase of 6 per cent, a gain almost similar to the 7 per cent increase shown in sales of men's and boys' clothing, while footwear sales gained only 3 per cent over June, 1943. Home furnishings and hardware departments reported increases of 17 and 18 per cent respectively. The downward trend in sales of radio and musical instruments continues, a 10 per cent decline being recorded in the month under review. Drug, food and stationery

departments each showed gains amounting to 13 per cent. Sales of smallwares departments were up 10 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 7 per cent higher in June, 1944 over June, 1943, and averaged 9 per cent higher during the first six months.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

June, 1943 and June, 1944

(Based on dollar sales of 16 firms including mail order houses)

	June, 1943	June, 1944	% Change, 1944/1943
TOTAL SALES, ALL DEPARTMENTS	\$ 24,097,483	\$ 26,675,364	+10.7
1. Women's dresses, coats and suits	2,916,419	3,067,242	+ 5.2
2. Girls' and infants' wear	863,122	937,344	+ 8.6
3. Hosiery and gloves	954,978	985,355	+ 3.2
4. Lingerie and corsets	1,185,826	1,324,483	+11.7
5. Millinery	302,345	279,016	- 7.7
6. Women's and children's apparel--(Total, 1-5) ..	6,222,690	6,593,440	+ 6.0
7. Men's and boys' clothing and furnishings	2,820,808	3,015,528	+ 6.9
8. Drugs and toilet articles and preparations	716,406	807,861	+12.8
9. Piece goods	1,687,632	2,126,756	+26.0
10. Smallwares	797,808	877,488	+10.0
11. Food and kindred products	2,041,207	2,314,601	+15.4
12. Furniture (including mattresses and springs, ..	1,231,906	1,627,908	+32.1
13. Home furnishings	1,779,063	2,073,554	+16.6
14. Household appliances and electrical supplies ..	445,477	458,403	+ 2.9
15. Hardware and kitchen utensils	983,245	1,158,790	+17.9
16. Radios, musical instruments and supplies	212,337	190,256	-10.4
17. Shoes and other footwear	2,039,610	2,095,207	+ 2.7
18. Stationery, books and magazines	518,281	359,984	+13.1
19. All other departments, total	2,801,015	2,975,388	+ 6.2

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MERCHANDISING FILE 'C'

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MERCHANDISING AND SERVICES BRANCH

OTTAWA, CANADA

63 -

Dominion Statistician:

S.A. Gudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

Vol. VII - No. 7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1944

The dollar volume of department store sales in Canada during July (including mail order business transacted by departmental firms) was 4 per cent higher than in July, 1943, but declined 22 per cent below June, 1944. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 116.8 for July, 1944, 150.3 for June, 1944 and 112.5 for July, 1943. Sales in the first seven months of 1944 were 8 per cent above sales in the same period of last year.

There was one more business day in July of last year than this. When allowance was made for this difference, and also for normal seasonal movements, the adjusted index stood at 156.9 for July, 1944. The increase over the adjusted index of 144.7 for July, 1943 amounted to 8 per cent, a gain which is on a par with the average increase in sales for the first seven months of the year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	1943	1944	
	July	May	June
Unadjusted indexes	112.5	166.2	150.3
Adjusted indexes	144.7	160.0	143.2

Dollar sales of department stores in the Maritime Provinces were 1 per cent lower than in July, 1943. All other sections of the country reported increases, the largest being a 9 per cent gain in the Prairie Provinces. Ontario and British Columbia stores did 3 per cent more business in July this year compared with last, while Quebec sales were up 1 per cent.

Sales of 18 departmental firms which reported sales by departments were 3 per cent higher in July this year over the same month a year ago. Sales of women's apparel declined 3 per cent, men's clothing sales were approximately the same as in July last year, while footwear sales advanced 1 per cent. Furniture sales gained 24 per cent and hardware sales were up 12 per cent. Among other household departments, sales of home furnishings were 3 per cent higher, while declines of 4 and 28 per cent occurred in sales of household appliances, and radio and music. All other departments reported gains over July a year ago and these ranged from 5 per cent for food to 12 per cent for piece goods, although the increases were in all cases reduced from those recorded in the immediately preceding month of June.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 9 per cent higher in July, 1944 over July, 1943, and also averaged 9 per cent higher during the first seven months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
July, 1943 and July, 1944
(Based on dollar sales of 18 firms including mail order houses)

	July, 1943	July, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	19,980,084	20,632,550	+ 5.3
1. Women's dresses, coats and suits	2,068,234	1,899,321	- 8.2
2. Girls' and infants' wear	622,075	652,264	+ 4.9
3. Hosiery and gloves	749,226	721,152	- 3.7
4. Lingerie and corsets	976,993	1,017,832	+ 4.2
5. Millinery	158,197	144,323	- 8.8
6. Women's and children's apparel--(Total, 1-5) ..	4,574,725	4,434,892	- 3.1
7. Men's and boys' clothing and furnishings	2,097,205	2,090,230	- 0.3
8. Drugs and toilet articles and preparations	697,328	746,381	+ 7.0
9. Piece goods	1,542,100	1,727,760	+12.0
10. Smallwares	704,414	746,175	+ 5.9
11. Food and kindred products	1,980,978	2,075,370	+ 4.8
12. Furniture (including mattresses and springs) ..	1,167,538	1,441,429	+23.5
13. Home furnishings	1,485,771	1,534,726	+ 3.3
14. Household appliances and electrical supplies ..	406,525	391,888	- 3.6
15. Hardware and kitchen utensils	821,314	923,364	+12.4
16. Radios, musical instruments and supplies	206,328	148,762	-27.9
17. Shoes and other footwear	1,458,081	1,476,098	+ 1.2
18. Stationery, books and magazines	287,506	312,909	+ 8.8
19. All other departments, total	2,550,271	2,582,566	+ 1.3

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OTTAWA, CANADA

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Dominion Statistician: S. A. Cudmore, M.A. (Oxon) F.S.S., F.R.S.C.

Chief, Merchandising and Services Branch: A. C. Steedman, B.A.

Vol. VII - No. 8

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1944

Sales of Canadian department stores during August (including mail order business transacted by departmental firms) were 15 per cent higher than in August, 1943, and gained 19 per cent compared with the immediately preceding month of July. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 139.4 for August, 1944, 116.8 for July, 1944 and 120.9 for August, 1943. Sales in the first eight months of 1944 were 9 per cent above sales in the same period of last year.

After adjustment for differences in number of business days and for normal seasonal variations, the index for August, 1944, at 165.3, was somewhat higher than the adjusted index of 156.9 recorded for July, 1944, and compared with an average adjusted index of approximately 160 for the first eight months of the year. Allowance for the extra business day in August this year had the effect of reducing the increase from 15 per cent for the unadjusted to 11 per cent for the adjusted index.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	1943	1944	
	August	June	July
Unadjusted indexes	120.9	150.3	116.8
Adjusted indexes	148.4	143.2	156.9

Departmental firms operating in the Maritime Provinces reacted sharply in August, after reporting a slight decline in sales for July, and recorded an outstanding gain of 23 per cent over August 1943. The average increase for the first eight months of the year in this region amounted to 13 per cent. August increases in other sections of the country, with gains for the year-to-date in brackets, were as follows: Quebec, 8 per cent (7 per cent); Ontario, 13 per cent (6 per cent); Prairie Provinces, 21 per cent (14 per cent) and British Columbia, 15 per cent (9 per cent).

Nineteen departmental firms reported a breakdown of sales by departments and their aggregate sales were 17 per cent ahead of last year. Sales of radios, musical instruments and supplies continued their downward trend and were one-third lower in August this year than last. Moderate increases occurred in sales of household appliance, home furnishings and stationery departments, but increases in other departments were almost equal to, or greater than, the average gain for all departments.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 10 per cent higher in August, 1944 over August, 1943, and also averaged 9 per cent higher during the first eight months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA. BY SELECTED DEPARTMENTS

August, 1943 and August, 1944

(Based on dollar sales of 19 firms including mail order houses)

	August, 1943	August, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	21,335,058	24,875,576	+ 16.6
1. Women's dresses, coats and suits	2,340,768	2,715,658	+ 16.0
2. Girls' and infants' wear	845,775	1,152,116	+ 36.2
3. Hosiery and gloves	798,385	874,694	+ 9.6
4. Lingerie and corsets	889,479	1,128,580	+ 26.9
5. Millinery	233,984	264,765	+ 13.2
6. Women's and children's apparel-(Total, 1-5)	<u>5,108,391</u>	<u>6,135,813</u>	+ 20.1
7. Men's and boys' clothing and furnishings .	2,160,322	2,500,378	+ 15.7
8. Drugs and toilet articles and preparations	645,249	736,263	+ 14.1
9. Piece goods	1,824,844	2,529,567	+ 27.7
10. Smallwares	758,279	869,890	+ 14.7
11. Food and kindred products	1,827,764	2,125,279	+ 16.3
12. Furniture (including mattresses and springs)	1,418,078	1,710,834	+ 20.6
13. Home furnishings	1,637,194	1,766,550	+ 7.9
14. Household appliances and electrical supplies	517,152	524,189	+ 1.4
15. Hardware and kitchen utensils	774,444	931,295	+ 20.3
16. Radios, musical instruments and supplies .	246,167	163,823	- 33.5
17. Shoes and other footwear	1,524,080	1,803,003	+ 18.3
18. Stationery, books and magazines	377,174	405,494	+ 7.5
19. All other departments, total	2,515,920	2,873,198	+ 14.2

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OTTAWA, CANADA

63-002

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Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

Vol. VII - No. 9

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1944

The dollar value of Canadian department store sales in September (including the mail order business of departmental firms) was 15 per cent higher compared with September, 1943 and gained 31 per cent over August of this year. Unadjusted indexes (on the base, 1935-1939=100) stood at 183.1 for September, 1944, 139.4 for August, 1944 and 159.1 for September, 1943. The 15 per cent advance over September last year was similar to the gain recorded in August. Increases for the two recent months have contributed substantially towards the 10 per cent expansion in department store sales during the first nine months of this year over last.

The adjusted index, in which allowances are made for differences in number of business days and for normal seasonal movements, stood at 179.1 for September, 1944. The upward trend in the adjusted indexes continued into its third month and the September index represents a new peak in this series. Adjusted indexes for preceding months were as follows: 165.4 in August, 156.9 in July and 143.2 in June.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES 1935-1939 = 100

	1943		1944	
	September	July	August	September
Unadjusted indexes	159.1	116.8	139.4	183.1
Adjusted indexes	156.8	156.9	165.4	179.1

An analysis of the comparisons on a regional basis reveals that marked shifts in trend occurred in Quebec and British Columbia. September sales were 17 per cent higher this year than last in Quebec, while sales for the first nine months of this year exceeded those for the same period a year ago by only 8 per cent. British Columbia sales gained 19 per cent in September this year over last and were up 10 per cent in the cumulative comparison for the two years. A 20 per cent increase in the Prairie Provinces for September compares with an average gain of 15 per cent for the year-to-date. Ontario sales were up 11 per cent in September and increased 7 per cent over the nine month period. The 9 per cent increase in September for the Maritime Provinces was, on the other hand, lower than the 12 per cent increase recorded for the year-to-date.

Sales of 21 departmental firms which provided sales statements on a departmental basis averaged 15 per cent higher in September this year over last. The results for individual departments indicate an unusual degree of uniformity, only four departments recording percentage changes which differed by more than four points from the average result. Most outstanding gains were made for food and piece goods departments, sales being up 31 per cent in each case. Home furnishings recorded a moderate 5 per cent advance, while sales of radio and music departments were 28 per cent lower than in September last year.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 12 per cent higher in September, 1944 over September, 1943, and averaged 9 per cent higher during the first nine months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

September, 1943 and September, 1944

(Based on dollar sales of 21 firms including mail order houses)

	September, 1943	September, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES. ALL DEPARTMENTS	29,985,859	34,366,510	+14.6
1. Women's dresses, coats and suits	3,545,551	4,095,526	+15.5
2. Girls' and infants' wear	1,771,424	2,068,052	+16.7
3. Hosiery and gloves	1,326,774	1,390,281	+4.8
4. Lingerie and corsets	1,357,584	1,582,266	+16.6
5. Millinery	465,455	527,299	+13.3
6. Women's and children's apparel-(Total, 1-5)	8,466,788	9,663,424	+14.1
7. Men's and boys' clothing and furnishings	3,956,535	4,461,095	+12.8
8. Drugs and toilet articles and preparations	740,221	880,024	+18.9
9. Piece goods	2,467,490	3,051,179	+23.7
10. Smallwares	1,001,223	1,156,846	+15.5
11. Food and kindred products	2,003,126	2,473,396	+23.5
12. Furniture (including mattresses and springs)	1,633,382	1,920,594	+17.6
13. Home furnishings	1,993,361	2,094,606	+5.1
14. Household appliances and electrical supplies	635,269	718,173	+13.1
15. Hardware and kitchen utensils	882,008	1,021,496	+15.8
16. Radios, musical instruments and supplies	299,970	216,648	-27.8
17. Shoes and other footwear	2,251,015	2,638,498	+17.2
18. Stationery, books and magazines	614,381	710,367	+15.6
19. All other departments, total	3,041,090	3,360,164	+10.5

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OTTAWA, CANADA

63-002

Dominion Statistician: S. A. Gudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A. C. Steedman, B.A.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1944

Dollar sales of Canadian department stores in October (including the mail order business of departmental firms) were 9 per cent greater than in October, 1943 and stood 5 per cent above the preceding month of September. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 157.3 for October, 1944, 183.8 for September, 1944 and 177.8 for October, 1943. The 9 per cent gain over October last year, while more moderate than the 15 per cent increases which occurred in both August and September, compares favourably with the 10 per cent gain in total sales for the first ten months of this year over the similar period in 1943.

The adjusted index of sales for October, 1944 stood at 171.3. This index number while down from the high peak recorded in September is still much higher than the average adjusted index for the year-to-date which stands at 163.2.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939=100

	1943	1944	
	October	August	September
Unadjusted indexes	177.8	139.4	183.8
Adjusted indexes	157.3	165.4	179.7

Sales increases for October this year over last were greatest in Eastern Canada and became progressively smaller from east to west. Gains in the Maritime Provinces and Quebec were 13 per cent in each case. Ontario and the Prairie Provinces recorded identical gains of 8 per cent, while British Columbia reported sales 5 per cent above October a year ago. In the first ten months of this year, sales were up 14 per cent in the Prairie Provinces, 12 per cent in the Maritime Provinces, 10 per cent in British Columbia, 9 per cent in Quebec and 7 per cent in Ontario compared with the corresponding period of last year.

Sales of 21 departmental firms which reported a breakdown of sales by departments were 9.5 per cent higher in October, 1944 than in October, 1943. Furniture, food and piece goods departments led in point of view of increased sales over October last year with gains of 18, 17 and 15 per cent respectively. Apparel departments showed uniform gains, women's clothing recording a 10 per cent advance followed by gains of 8 per cent in footwear and 7 per cent in men's clothing sales. Household appliance departments did 11 per cent more business, home furnishings sales were up 4 per cent and sales of hardware departments gained 8 per cent. The radio and music department, continuing a prolonged downward trend, was the only department reporting sales lower this year than last, with a decline of 13 per cent in the month under review. Drug sales increased 11 per cent and smallwares departments reported sales 9 per cent higher than in October, 1943.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 13 per cent higher in October, 1944 over October, 1943, and averaged 10 per cent higher during the first ten months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1943 and October, 1944

(Based on dollar sales of 21 firms including mail order houses)

	October, 1943	October, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	32,215,613	35,279,800	+ 9.5
1. Women's dresses, coats and suits	4,060,354	4,617,815	+13.7
2. Girls' and infants' wear	1,650,615	1,888,419	+14.4
3. Hosiery and gloves	1,559,591	1,576,626	+ 1.1
4. Lingerie and corsets	1,333,734	1,387,505	+ 4.0
5. Millinery	460,904	489,818	+ 6.3
6. Women's and children's apparel-(Total, 1-5)	9,065,198	9,960,183	+ 9.9
7. Men's and boys' clothing and furnishings .	4,577,410	4,900,167	+ 7.1
8. Drugs and toilet articles and preparations	852,442	947,596	+11.2
9. Piece goods	2,359,923	2,707,463	+14.7
10. Smallwares	1,183,367	1,282,117	+ 8.3
11. Food and kindred products	2,412,534	2,822,815	+17.0
12. Furniture (including mattresses and springs)	1,611,150	1,898,250	+17.8
13. Home furnishings	2,110,226	2,185,466	+ 3.6
14. Household appliances and electrical supplies	585,642	647,208	+10.5
15. Hardware and kitchen utensils	896,190	966,969	+ 7.9
16. Radios, musical instruments and supplies .	262,516	222,742	-15.2
17. Shoes and other footwear	2,354,033	2,534,733	+ 7.7
18. Stationery, books and magazines	553,306	600,726	+ 8.6
19. All other departments, total	3,391,676	3,603,365	+ 6.2

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MERCHANDISING AND SERVICES BRANCH

OTTAWA, CANADA

63-002

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Chief, Merchandising and Services Branch: A.C. Steeeman, B.A.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1944

Dollar sales of Canadian department stores in November (including the mail order business of departmental firms) were 15 per cent greater than in November, 1943 and advanced 17 per cent above the preceding month of October. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 225.4 for November, 1944, 193.1 for October, 1944 and 196.0 for November, 1943. Increases in corresponding month comparisons for 1943 and 1944 have varied from a low of 3 per cent in January to a high point of 20 per cent in May. Although there have been fairly wide fluctuations from month-to-month, the general tendency throughout the year has been towards a widening margin of increase over last year. Thus, the 11 per cent increase in the volume of business during the first eleven months of this year compared with last is higher than the cumulative gain as at the end of any preceding month of the year.

The adjusted index of sales for November was 194.9. This figure exceeded by a wide margin the previous record high point of 179.7 established in September of this year. The increase over October of this year, when the index stood at 171.4, is particularly outstanding. It is noteworthy, however, that the adjusted index also reached its highest level in November in each of the two preceding years, an indication of the growing practice of purchasing Christmas merchandise earlier than in former years owing to prevailing shortages of many gift lines.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939=100

	1943		1944		
	November	September	October	November	
Unadjusted indexes	196.0	183.8	193.1	225.4	
Adjusted indexes	168.8	179.7	171.4	194.9	

Gains in November of this year over last were quite uniform for the various regions of the country. The increases which occurred in the five economic divisions of the country, with gains for the first eleven months in brackets, were as follows: Maritime Provinces, 16 per cent (13 per cent); Quebec, 14 per cent (9 per cent); Ontario, 16 per cent (8 per cent); Prairie Provinces, 16 per cent (14 per cent) and British Columbia, 12 per cent (10 per cent).

The volume of business transacted by 19 departmental firms which reported a breakdown of sales by departments was 15 per cent greater in November, 1944 than in the corresponding month of 1943. Sales of piece goods and furniture departments were both reported to be 26 per cent higher than in November a year ago, and these led other departments in point of view of increased sales. Purchases of footwear were 17 per cent above last year, while increases of 13 and 11 per cent were recorded by women's apparel and men's clothing departments respectively. Stationery departments did 19 per cent more business than in November, 1943, while gains of 17 per cent and 16 per cent were recorded by departments specializing in the sale of drugs and food products. A decline of only 1 per cent in sales of radios and musical in-

struments by department stores represents a considerable reduction in magnitude from the larger declines recorded in earlier months of the year. Other departments, dealing chiefly in household lines, showed increases ranging from 10 per cent for home furnishings to 15 per cent for hardware and smallwares.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 16 per cent higher in November, 1944 over November, 1943, and averaged 11 per cent higher during the first eleven months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1943 and November, 1944

(Based on dollar sales of 19 firms including mail order houses)

	November, 1943	November, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	35,948,491	41,419,525	+15.2
1. Women's dresses, coats and suits	4,403,767	5,228,854	+18.7
2. Girls' and infants' wear	1,597,863	1,848,137	+15.7
3. Hosiery and gloves	1,768,944	1,787,475	+1.0
4. Lingerie and corsets	1,567,552	1,671,806	+6.7
5. Millinery	408,570	457,704	+12.0
6. Women's and children's apparel (Total, 1-5)	9,746,596	10,993,976	+12.8
7. Men's and boys' clothing and furnishings	4,834,249	5,376,291	+11.2
8. Drugs and toilet articles and preparations	1,128,490	1,314,920	+16.5
9. Piece goods	2,387,007	2,994,896	+25.5
10. Smallwares	1,536,469	1,765,744	+14.9
11. Food and kindred products	2,316,371	2,684,144	+15.9
12. Furniture (including mattresses and springs)	1,599,944	2,009,905	+25.6
13. Home furnishings	2,265,464	2,490,252	+9.9
14. Household appliances and electrical supplies	544,022	614,874	+13.0
15. Hardware and kitchen utensils	905,554	1,045,277	+15.4
16. Radios, musical instruments and supplies	288,476	284,677	-1.3
17. Shoes and other footwear	2,603,884	3,049,757	+17.1
18. Stationery, books and magazines	912,034	1,083,080	+18.8
19. All other departments, total	4,879,831	5,711,732	+17.0

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1944

December sales of department stores located throughout Canada recorded a 6 per cent increase over sales in December, 1943 and were 13 per cent higher than in the preceding month of November. Unadjusted indexes (on the base, 1935-1939=100) stood at 253.8 for December, 1944, 225.2 for November, 1944 and 240.2 for December, 1943. The figures upon which these results are based include mail order sales of departmental firms. The 6 per cent margin in sales of department stores between December of the two years is somewhat below the average increase for the full year 1944 during which sales were 10 per cent higher than in 1943.

The December index, with adjustment for differences in number of business days and seasonal variations, dropped sharply to 158.4 from the high November mark of 194.7; but was 9 per cent higher than the adjusted index for December, 1943, which stood at 145.8. This abnormal movement reflects the development which has characterized the seasonal distribution of department store sales during the two previous years, in both of which the index experienced a gradual upward movement during the fall months and fell off abruptly in December. It reveals the increasing tendency on the part of consumers to do their Christmas purchasing at an earlier date than in former years, partly because a considerable portion of Christmas purchases are destined for overseas delivery and partly because of the scarcity of many gift lines of merchandise. Recent years have witnessed a major increase in purchasing power in the hands of consumers, an increase which is probably spread fairly evenly over the twelve months of the year. The decline in the December seasonally adjusted index is an indication that, notwithstanding the brisk Christmas trade in recent years, Christmas purchases form a smaller proportion of the total annual retail business than was formerly the case.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	1943		1944	
	December	October	November	December
Unadjusted indexes	240.2	193.0	225.2	253.8
Adjusted indexes	145.8	171.4	194.7	158.4

Ontario was the only province reporting a sales increase for December lower in magnitude than that for the country as a whole. December increases, with gains for the year 1944 over 1943 in brackets, were as follows: Maritime Provinces, 8 per cent (12 per cent); Quebec, 10 per cent (9 per cent); Ontario, 3 per cent (7 per cent); Prairie Provinces, 6 per cent (13 per cent) and British Columbia, 9 per cent (10 per cent).

Total sales of those departmental firms which reported a breakdown of sales by departments were 7 per cent higher in December, 1944 than in the same month of 1943. Shortages in certain items of women's apparel resulted in hosiery and lingerie sales declines of 9 and 10 per cent respectively. Total sales of departments recording declines of 9 and 10 per cent respectively. Total sales of women's wear were 1 per cent higher, men's clothing sales gained 5 per cent and foot-wear sales increased 11 per cent over December, 1943. The largest increases between

December of the two years were 16 per cent for food departments and 15 per cent in sales of piece goods departments. Hardware departments, with a sales gain of 14 per cent in the month under review, maintained approximately the same margin over 1943 as in the preceding month of November. A 12 per cent increase in furniture sales was more moderate than the 25 per cent advance recorded in November. Increases in other household departments were as follows: 4 per cent for home furnishings, 8 per cent for household appliances and electrical supplies and 3 per cent for radio and music departments.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 12 per cent higher in December, 1944 over December, 1943 and were 11 per cent higher during the year 1944 compared with 1943.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
December, 1943 and December, 1944

(Based on dollar sales of 18 firms including mail order houses)

	December, 1943	December, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	43,518,105	46,546,908	+ 7.0
1. Women's dresses, coats and suits	4,278,842	4,616,087	+ 7.9
2. Girls' and infants' wear	1,644,445	1,786,589	+ 8.6
3. Hosiery and gloves	2,447,621	2,325,408	- 5.0
4. Lingerie and corsets	2,204,063	1,980,436	-10.1
5. Millinery	344,785	363,162	+ 5.3
6. Women's and children's apparel-(Total, 1-5)..	10,919,756	11,071,682	+ 1.4
7. Men's and boys' clothing and furnishings	5,756,200	6,029,836	+ 4.8
8. Drugs and toilet articles and preparations ..	2,090,418	2,359,653	+12.9
9. Piece goods	2,355,204	2,718,559	+15.4
10. Smallwares	2,144,131	2,330,314	+ 8.7
11. Food and kindred products	2,995,596	3,466,411	+15.7
12. Furniture (including mattresses and springs).).	1,502,133	1,685,932	+12.2
13. Home furnishings	2,487,907	2,580,478	+ 3.7
14. Household appliances and electrical supplies	611,474	657,107	+ 7.5
15. Hardware and kitchen utensils	938,850	1,072,951	+14.3
16. Radios, musical instruments and supplies	339,984	351,074	+ 3.3
17. Shoes and other footwear	2,746,045	3,054,924	+11.2
18. Stationery, books and magazines	1,726,880	1,920,842	+11.2
19. All other departments, total	6,903,524	7,247,145	+ 5.0

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Chief, Merchandising and Services Branch: A.C. Steedman, B.A.
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1945

January sales of Canadian department stores recorded a 12 per cent increase over sales in January, 1944 and were 52 per cent below the preceding month of December, 1944. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 123.2 for January, 1945, 253.9 for December, 1944 and 109.7 for January, 1944. The figures upon which these results are based include mail order sales of departmental firms.

After adjusting for differences in number of business days and for normal seasonal variations, the index moved from 158.4 in December, 1944 to 164.0 in January, 1945.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	1944			1945
	January	November	December	January
Unadjusted Indexes	109.7	225.3	253.9	123.2
Adjusted Indexes	151.3	194.7	158.4	164.0

Ontario's increase of 16 per cent was the highest among the results for the five economic divisions of the country. Gains of 14 per cent occurred in both Quebec and the Maritime Provinces, followed by a 12 per cent advance in the Prairie Provinces. British Columbia recorded its lowest increase in some time, when sales increased only 1 per cent in January this year compared with last.

An analysis of sales by departments, for which information was provided by 17 departmental firms, revealed that there was an increase of 11 per cent in January this year over last for all departments combined. Increases occurred in sales of all departments with the exception of the radio and music department which recorded a 1 per cent decline in sales. Only four departments, piece goods, footwear, men's wear and food, reported sales increases exceeding that for the "all departments" figure. The largest of these was an 18 per cent increase in sales of piece goods departments. Home furnishings departments reported sales only 4 per cent greater in January this year than last. Increases for other departments ranged from 8 to 10 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 15 per cent higher in January, 1945 compared with January, 1944.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
January, 1944 and January, 1945
(Based on dollar sales of 17 firms including mail order houses)

	January, 1944	January, 1945	% Change 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	18,953,214	20,949,802	+ 10.5
1. Women's dresses, coats and suits	1,998,161	2,254,364	+ 12.8
2. Girls' and infants' wear	635,371	684,555	+ 7.7
3. Hosiery and gloves	788,093	819,396	+ 4.0
4. Lingerie and corsets	948,575	944,253	- 0.5
5. Millinery	161,187	179,874	+ 11.6
6. Women's and children's apparel - (Total, 1-5). .	4,531,387	4,882,442	+ 7.7
7. Men's and boys' clothing and furnishings	1,825,210	2,089,911	+ 14.5
8. Drugs and toilet articles and preparations ...	704,872	761,323	+ 8.0
9. Piece goods	1,799,705	2,115,306	+ 17.5
10. Smallwares	788,959	868,765	+ 10.1
11. Food and kindred products	2,081,703	2,331,964	+ 12.0
12. Furniture (including mattresses and springs)..	1,172,438	1,274,348	+ 8.7
13. Home furnishings	1,252,387	1,308,054	+ 4.4
14. Household appliances and electrical supplies .	337,773	368,490	+ 9.1
15. Hardware and kitchen utensils	612,138	681,425	+ 11.3
16. Radios, musical instruments and supplies	197,920	195,742	- 1.1
17. Shoes and other footwear	1,104,993	1,283,948	+ 16.2
18. Stationery, books and magazines	390,746	429,842	+ 10.0
19. All other departments, total	2,152,983	2,358,242	+ 9.5

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1945

Department store sales in Canada during February, 1945 were 11 per cent higher than in February, 1944 and were up by a similar margin over the preceding month of January. Sales in the first two months of this year averaged 11 1/2 per cent greater than in the corresponding period of 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 136.3 for February, 1945, 122.6 for January, 1945 and 122.4 for February, 1944. Mail order business of departmental firms is included in the figures from which these results are derived.

The index adjusted for differences in number of business days and for normal seasonal movements advanced sharply from 163.3 in January, 1945 to 181.2 in the month under review. The margin of increase over February, 1944 was broadened to 16 per cent when allowance was made for the extra business day in February, 1944.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

	1944		1945	
	February	December	January	February
Unadjusted Indexes	122.4	253.9	122.6	136.3
Adjusted Indexes	156.3	158.4	163.3	181.2

For the second consecutive month, Ontario led other regions in point of view of increased department store sales compared with the corresponding month last year. This represents a reversal of the trend which prevailed throughout the greater part of 1944 when Ontario sales increases were generally lower than those recorded for other sections of the country. February increases over last year, with gains for the first two months in brackets, were as follows: Maritimes, 5 per cent (9 per cent); Quebec, 12 per cent (13 per cent); Ontario, 14 per cent (15 per cent); Prairie Provinces, 9 per cent (10 per cent) and British Columbia, 12 per cent (7 per cent).

According to reports submitted by 19 firms giving a breakdown of sales by departments, total sales increased 12 per cent in February this year over last. Although sales of piece goods departments reported the largest increase (a gain of 22 per cent over February of last year) the outstanding feature in the February results was a 20 per cent advance in sales of home furnishings. This increase follows a minor increase of 4 per cent recorded by that department in the January comparison. Hardware sales gained 16 per cent in February while increases among other durable goods departments were 14 per cent for furniture and 9 per cent for household appliances and electrical supplies. A 2 per cent decline in sales of radio and music departments was recorded. Results for apparel departments revealed increases of 14 per cent for foot-wear, 12 per cent for women's and children's wear and 8 per cent for men's wear.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 8 per cent higher in February, 1945 compared with February, 1944 and averaged 12 per cent greater in the first two months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1944 and February, 1945

(Based on dollar sales of 19 firm; including mail order houses)

	February 1944	February, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	22,341,751	25,046,648	+12.1
1. Women's dresses, coats and suits	2,331,459	2,642,011	+13.3
2. Girls' and infants' wear	777,008	913,077	+17.5
3. Hosiery and gloves	903,584	936,207	+3.6
4. Lingerie and corsets	1,066,460	1,171,044	+9.8
5. Millinery	195,258	234,264	+20.0
6. Women's and children's apparel - (Total, 1-5).	5,273,769	5,896,603	+11.8
7. Men's and boys' clothing and furnishings	2,091,923	2,256,031	+7.8
8. Drugs and toilet articles and preparations ...	765,268	827,904	+8.2
9. Piece goods	2,205,693	2,696,567	+22.3
10. Smallwares	923,756	972,911	+5.3
11. Food and kindred products	2,332,352	2,480,773	+6.4
12. Furniture (including mattresses and springs) .	1,512,688	1,720,260	+13.7
13. Home furnishings	1,651,176	1,973,608	+19.5
14. Household appliances and electrical supplies .	412,729	450,435	+9.1
15. Hardware and kitchen utensils	840,512	973,949	+15.9
16. Radios, musical instruments and supplies	212,930	208,111	-2.3
17. Shoes and other footwear	1,288,866	1,464,256	+13.6
18. Stationery, books and magazines	427,175	474,976	+11.2
19. All other departments, total	2,402,914	2,650,264	+10.3

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1945

Department store sales in Canada were almost 25 per cent higher in March of this year than last and were 49 per cent higher than the volume of business transacted in February. The marked increase in sales over March a year ago may be attributed to two factors. The early date of Easter in 1945 was such that the entire pre-Easter business this year was transacted in the month of March whereas in 1944 the corresponding pre-Easter trade occurred partly in March and partly in April. The early spring conditions and unseasonably warm weather prevailing in March this year also stimulated retail purchases, especially in the clothing and shoe trades. Unadjusted indexes (on the base, 1935-1939=100) stood at 203.5 for March, 1945, 136.2 for February and at 163.2 for March a year ago.

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The index, when adjusted for differences in the number of business days in different months, for normal seasonal movements and for the changing date of Easter stood at 218.7 for March compared with 181.1 for February and 163.3 for January.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1944	1945		
	March	January	February	March
Unadjusted Indexes	163.2	122.6	136.2	203.5
Adjusted Indexes	174.0	163.3	181.1	218.7

Results on a regional basis indicate that March increases over March a year ago were greater in Ontario and Quebec than in other parts of the country. Percentage gains for March with cumulative gains for the first three months of the year in brackets are as follows: Maritime Provinces, 16 per cent, (12 per cent); Quebec, 31 per cent (21 per cent); Ontario, 28 per cent (20 per cent); Prairie Provinces, 23 per cent (15 per cent); British Columbia, 20 per cent (12 per cent).

Comparative sales by departments for 18 firms furnishing information on this basis reveal a marked gain of 62 per cent for the millinery department, 38 per cent for the footwear department and for women's dresses, suits and coats, 37 per cent for girls' and infants' wear and 36 per cent for men's and boys' clothing and furnishings. Smaller gains were recorded for the other departments for which figures are shown.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 40 per cent higher in March, 1945 compared with March, 1944 and averaged 22 per cent greater in the first three months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1944 and March, 1945

(Based on dollar sales of 18 firms including mail order houses.)

	March, 1944	March, 1945	% Chang 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	29,861,018	37,571,083	+25.8
1. Women's dresses, coats and suits	3,759,098	5,175,311	+37.7
2. Girls' and infants' wear	1,459,117	1,995,510	+36.8
3. Hosiery and gloves	1,185,265	1,459,632	+23.1
4. Lingerie and corsets	1,465,784	1,576,026	+7.5
5. Millinery	401,815	650,012	+61.8
6. Women's and children's apparel - (Total, 1-5)	8,271,079	10,856,491	+31.3
7. Men's and boys' clothing and furnishings	3,233,143	4,399,069	+36.1
8. Drugs and toilet articles and preparations	841,120	948,381	+12.8
9. Piece goods	2,690,253	3,262,229	+21.3
10. Smallwares	1,075,122	1,242,830	+15.6
11. Food and kindred products	2,559,017	2,905,757	+13.5
12. Furniture (including mattresses and springs)	1,723,793	2,125,219	+23.3
13. Home furnishings	2,120,618	2,485,126	+17.2
14. Household appliances and electrical supplies	494,678	549,845	+11.2
15. Hardware and kitchen utensils	1,258,498	1,564,868	+24.3
16. Radios, musical instruments and supplies	219,348	230,663	+5.2
17. Shoes and other footwear	2,047,461	2,822,297	+37.8
18. Stationery, books and magazines	453,574	526,636	+16.1
19. All other departments, total	2,873,314	3,651,672	+27.1

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1945

Sales of Canadian department stores were practically unchanged in April this year compared with last and declined 18 per cent below March. The contrast between the fractional increase in April of this year over last and the 25 per cent gain recorded in the March comparison reflects the earlier consumer expenditures this year resulting from the early date of Easter and the unseasonably warm weather throughout March. Unadjusted indexes (on the base, 1935-1939=100) stood at 165.2 for April, 1945, 200.5 for March, 1945 and 164.3 for April a year ago.

The adjusted indexes, which take into account differences in number of business days as well as normal seasonal movements and the shifting date of Easter, fell off sharply to 172.1 in April as compared with 215.5 recorded in March. The adjusted index for February was 181.1 and for January, 163.2.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1944		1945	
	April	February	March	April
Unadjusted Indexes	164.3	136.2	200.5	165.2
Adjusted Indexes	174.0	181.1	215.5	172.1

The contrast between corresponding-month comparisons for March and April was more marked in the case of those divisions which had shown the largest increases in March, namely Quebec, Ontario and the Prairie Provinces. April sales were 2 per cent lower in the Prairie Provinces, declined 1/2 of one per cent in Ontario and increased by only 1 per cent in Quebec. Increases of 9 and 5 per cent occurred in the Maritime Provinces and in British Columbia respectively. Cumulative totals for the first four months of the year reveal that Quebec and Ontario sales were up by 14 per cent, whereas sales in other regions increased from 9 to 10 per cent.

The analysis of sales by departments reveals decreases between April of the two years amounting to 11 per cent in sales of men's wear, 9 per cent in sales of women's apparel and 3 per cent in sales of footwear. The largest among the departmental increases reported were those for furniture (21 per cent), piece goods (16 per cent), hardware (13 per cent) and drugs (10 per cent).

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 3 per cent lower in April, 1945 compared with April, 1944 and averaged 14 per cent greater in the first four months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1944 and April, 1945

(Based on dollar sales of 19 firms including mail order houses.)

	April, 1944	April, 1945	% Change 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	30,574,958	30,739,613	+ 0.5
1. Women's dresses, coats and suits	4,070,300	3,704,410	- 9.0
2. Girls' and infants' wear	1,391,419	1,258,582	- 9.5
3. Hosiery and gloves	1,415,762	1,268,086	-10.4
4. Lingerie and corsets	1,252,684	1,214,671	- 3.0
5. Millinery	558,222	463,954	-16.9
6. Women's and children's apparel - (Total, 1-5)	8,688,387	7,909,703	- 9.0
7. Men's and boys' clothing and furnishings	3,669,808	3,262,891	-11.1
8. Drugs and toilet articles and preparations ...	780,190	856,863	+ 9.8
9. Piece goods	2,118,905	2,467,324	+16.4
10. Smallwares	1,004,654	1,019,608	+ 1.5
11. Food and kindred products	2,557,838	2,642,426	+ 3.3
12. Furniture (including mattresses and springs) .	1,727,345	2,090,571	+21.0
13. Home furnishings	2,157,366	2,307,425	+ 7.0
14. Household appliances and electrical supplies .	517,195	536,758	+ 3.8
15. Hardware and kitchen utensils	1,313,007	1,479,640	+12.7
16. Radios, musical instruments and supplies	187,567	187,031	- 0.3
17. Shoes and other footwear	2,376,143	2,303,561	- 3.1
18. Stationery, books and magazines	397,128	419,370	+ 5.6
19. All other departments, total	3,079,425	3,256,450	+ 5.7

An error was made in preparing the summary of department store sales for March as shown in the March bulletin. A revised summary is given below.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1944 and March, 1945 (Revised)

(Based on dollar sales of 18 firms including mail order houses.)

	March, 1944	March, 1945	% Change, 1945/1944
TOTAL SALES, ALL DEPARTMENTS	29,861,018	36,874,781	+23.5
1. Women's dresses, coats and suits	3,759,098	5,085,971	+35.3
2. Girls' and infants' wear	1,459,117	1,961,262	+34.4
3. Hosiery and gloves	1,185,265	1,432,685	+20.9
4. Lingerie and corsets	1,465,784	1,546,975	+ 5.5
5. Millinery	401,815	639,922	+59.3
6. Women's and children's apparel - (Total, 1-5)	8,271,079	10,566,815	+29.0
7. Men's and boys' clothing and furnishings	3,233,143	4,321,711	+33.4
8. Drugs and toilet articles and preparations	841,120	930,316	+10.6
9. Piece goods	2,690,253	3,196,586	+18.8
10. Smallwares	1,075,122	1,222,368	+13.7
11. Food and kindred products	2,559,017	2,857,231	+11.7
12. Furniture (including mattresses and springs)	1,723,793	2,087,611	+21.1
13. Home furnishings	2,120,618	2,441,004	+15.1
14. Household appliances and electrical supplies	494,678	538,882	+ 8.9
15. Hardware and kitchen utensils	1,258,498	1,526,308	+21.3
16. Radios, musical instruments and supplies	219,348	224,986	+ 2.6
17. Shoes and other footwear	2,047,461	2,767,256	+35.2
18. Stationery, books and magazines	453,574	517,148	+14.0
19. All other departments, total	2,873,314	3,576,559	+24.5

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1945

Department store sales in Canada, including the mail order business of departmental firms, decreased 2 per cent in May this year compared with last and dropped 1 per cent below the sales in April of 1945. This decline was the first recorded in corresponding-month comparisons between 1944 and 1945. The cumulative increase over last year, which stood at 12 per cent at the end of April, was reduced to 8 per cent in the five-months' comparison. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 162.9 for May, 1945, 164.8 for April, 1945 and 166.2 for May, 1944.

The adjusted index, wherein account is taken of differences in number of business days and normal seasonal movements, stood at 157.3 for May. Although the reduction below April when the adjusted index stood at 171.7 is rather large, the trend conforms with that experienced in 1944 and to some extent in the years immediately preceding 1944.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1944		1945	
	May	March	April	May
Unadjusted Indexes	166.2	200.5	164.8	162.9
Adjusted Indexes	160.0	215.5	171.7	157.3

British Columbia sales recorded an increase of 5 per cent in May of this year over last, while sales during the first five months of this year were 9 per cent greater than in the same period of 1944. Declines were recorded in May for all other sections of the country and amounted in all cases to 3 or 4 per cent.

Reports on a departmental basis revealed declines predominating among results for the various departments. An increase of 17 per cent in stationery and book departments was outstanding. Minor gains occurred in sales of drug, piece goods, smallwares, food and furniture. Hardware sales in department stores were on a par with those reported for May last year, while declines ranging from 1 to 8 per cent were reported for other departments.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 5 per cent lower in May, 1945 compared with May, 1944 and averaged 9 per cent greater in the first five months of this year compared with last.

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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1944 and May, 1945

(Based on dollar sales of 18 firms including mail order houses)

	May, 1944	May, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	30,187,650	29,638,950	- 1.8
1. Women's dresses, coats and suits	3,771,581	3,510,060	- 6.9
2. Girls' and infants' wear	1,209,103	1,153,406	- 4.6
3. Hosiery and gloves	1,200,666	1,132,168	- 5.7
4. Lingerie and corsets	1,364,174	1,268,988	- 7.0
5. Millinery	376,827	385,584	+ 2.3
6. Women's and children's apparel - (Total, 1-5) ..	7,922,351	7,450,206	- 6.0
7. Men's and boys' clothing and furnishings	3,247,461	2,989,776	- 7.9
8. Drugs and toilet articles and preparations	820,343	881,949	+ 7.5
9. Piece goods	2,246,953	2,385,740	+ 6.2
10. Smallwares	960,809	1,001,242	+ 4.2
11. Food and kindred products	2,496,941	2,671,553	+ 7.0
12. Furniture (including mattresses and springs) ...	1,997,589	2,064,979	+ 3.4
13. Home furnishings	2,465,737	2,268,542	- 8.0
14. Household appliances and electrical supplies	546,966	535,929	- 2.0
15. Hardware and kitchen utensils	1,392,099	1,388,058	- 0.3
16. Radios, musical instruments and supplies	172,982	165,605	- 4.3
17. Shoes and other footwear	2,397,263	2,281,956	- 4.8
18. Stationery, books and magazines	355,888	415,387	+16.7
19. All other departments, total	3,164,268	3,138,028	- 0.8

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1945

June sales of department stores in Canada, including the mail order business of such firms, were 4 per cent higher than in May and were up 13 per cent compared with June, 1944. The 13 per cent increase over June last year is in contrast to a decline of 2 per cent recorded in the comparison between May of this year and last, a result which can be attributed, at least in part, to the closing of most firms on V-E Day and, in some instances, on the following day also. Unadjusted indexes (on the base, 1935-1939=100) stand at 169.3 for June, and 162.8 for May of this year and at 150.5 for June, 1944. Cumulative figures for the first six months of the year reveal an increase of 9 per cent over the corresponding period of 1944.

The adjusted index, in which account is taken for differences in number of business days and normal seasonal movements, stands at 160.8 for June compared with 157.3 for May and 171.7 for April.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1944		1945	
	June	April	May	June
Unadjusted Indexes	150.5	164.8	162.8	169.3
Adjusted Indexes	143.4	171.7	157.3	160.8

All five economic areas of the country shared in the increase in department store sales in June of this year over last. Quebec came first with a gain of 21 per cent, followed by Ontario with 15 per cent; British Columbia, 11 per cent; Maritime Provinces, 9 per cent; and the Prairie Provinces, 7 per cent.

All departments for which separate figures are compiled also registered gains over June, 1944, ranging as high as 19 per cent for the furniture department and the shoe department. Increases for other important departments stood at 13 per cent for women's and children's wear, 11 per cent for men's and boys' clothing and furnishings, 9 per cent for the food department, 15 per cent for piece goods, 18 per cent for smallwares, 7 per cent for home furnishings and 18 per cent for hardware and kitchen utensils.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 23 per cent higher in June, 1945 compared with June, 1944 and averaged 12 per cent greater in the first six months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

June, 1944 and June, 1945
(Based on dollar sales of 17 firms including mail order houses)

	June, 1944	June, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	26,865,419	30,455,406	+13.4
1. Women's dresses, coats and suits	3,068,997	3,629,380	+18.3
2. Girls' and infants' wear	944,036	1,088,098	+15.3
3. Hosiery and gloves	1,000,864	1,089,984	+ 8.9
4. Lingerie and corsets	1,326,870	1,339,086	+ 0.9
5. Millinery	283,981	332,714	+17.2
6. Women's and children's apparel - (Total, 1-5) ..	6,624,748	7,479,262	+12.9
7. Men's and boys' clothing and furnishings	3,039,712	3,377,589	+11.1
8. Drugs and toilet articles and preparations	818,668	923,238	+12.8
9. Piece goods	2,118,025	2,439,604	+15.2
10. Smallwares	882,112	1,038,390	+17.7
11. Food and kindred products	2,332,937	2,552,579	+ 9.4
12. Furniture (including mattresses and springs) ...	1,680,072	2,001,107	+19.1
13. Home furnishings	2,061,001	2,205,802	+ 7.0
14. Household appliances and electrical supplies ...	459,601	534,901	+16.4
15. Hardware and kitchen utensils	1,166,689	1,381,930	+18.4
16. Radios, musical instruments and supplies	190,263	191,308	+ 0.5
17. Shoes and other footwear	2,136,621	2,534,409	+18.6
18. Stationery, books and magazines	360,621	415,409	+15.2
19. All other departments, total	2,994,349	3,379,878	+12.9

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1945

Department store sales in Canada for July stood 14 per cent higher than in July, 1944, but declined 21 per cent below June, 1945 volume. The increase over July, 1944 exceeded the 10 per cent gain in sales for the first seven months of this year over last. Unadjusted indexes (on the base, 1935-1939=100) stood at 133.0 for July, 1945, 116.8 for July, 1944 and 169.1 for June, 1945.

The substantial reduction below June is not unusual, since sales normally decline between these two months. In fact, when allowance is made for differences in number of business days and for normal seasonal variations, the index moved upwards to 178.7 in July from the 160.6 recorded in June and 157.3 in May of this year. The adjusted index for July was slightly above the average for the year to-date.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1944		1945	
	July	May	June	July
Unadjusted Indexes	116.8	162.8	169.1	133.0
Adjusted Indexes	157.0	157.3	160.6	178.7

Quebec led other sections of the country with a 20 per cent increase in July sales over the same month of the preceding year. The gain was about on a par with the increase recorded in June for that province and was far in excess of the 12 per cent gain shown for the first seven months of 1945 over 1944. Increases in other regions also exceeded the cumulative gains for the seven-month period. July increases, with those for the year-to-date in brackets, were as follows: Maritime Provinces, 8 per cent (7 per cent); Ontario, 15 per cent (11 per cent); Prairie Provinces, 10 per cent (7 per cent) and British Columbia, 15 per cent (10 per cent).

Total sales of 17 firms which reported separate figures for selected departments were 14 per cent greater in July this year compared with July a year ago. The improved supply situation in some lines is reflected in 20 per cent increases which occurred in sales of hardware, radio and music and shoe departments. Although women's apparel as a whole recorded a gain which was similar to the average increase for all departments, there were notable increases among the component items, particularly dresses, coats, suits and millinery. The inclusion of fur coats, currently enjoying an active market, may be responsible for a considerable portion of this sales increase. Sales of household appliances increased by 9 per cent over July of last year and sales of drug departments registered a 10 per cent gain. Results for other departments revealed increases which were within narrow limits of the average gain for all departments.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 16 per cent higher in July, 1945 compared with July, 1944 and averaged 12 per cent greater in the first seven months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

July, 1944 and July, 1945

(Based on dollar sales of 17 firms including mail order houses)

	July, 1944	July, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	20,652,934	23,610,880	+14.3
1. Women's dresses, coats and suits	1,922,029	2,382,708	+24.0
2. Girls' and infants' wear	658,722	741,586	+12.6
3. Hosiery and gloves	722,065	785,518	+ 8.8
4. Lingerie and corsets	1,025,287	1,016,482	- 0.9
5. Millinery	143,527	172,147	+19.9
5. Women's and children's apparel - (Total, 1-5) ..	4,471,630	5,098,441	+14.0
7. Men's and boys' clothing and furnishings	2,091,622	2,348,664	+12.3
8. Drugs and toilet articles and preparations	740,969	817,641	+10.3
9. Piece goods	1,741,121	1,990,481	+14.3
10. Smallwares	744,796	841,784	+13.0
11. Food and kindred products	2,045,681	2,296,599	+12.3
12. Furniture (including mattresses and springs) ...	1,422,922	1,603,089	+12.7
13. Home furnishings	1,546,828	1,765,786	+14.2
14. Household appliances and electrical supplies ...	393,255	429,123	+ 9.1
15. Hardware and kitchen utensils	921,884	1,101,234	+19.5
16. Radios, musical instruments and supplies	148,763	177,876	+19.6
17. Shoes and other footwear	1,471,857	1,765,865	+20.0
18. Stationery, books and magazines	311,903	361,595	+15.9
19. All other departments, total	2,599,703	3,012,702	+15.9

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PRELIMINARY INDEX OF DEPARTMENT STORE SALES, AUGUST, 1945

The dollar value of Canadian department store sales was 12 per cent higher in August this year compared with August, 1944 and recorded a gain of 17 per cent over July of this year. The sales increase for August of this year compared with last only lightly exceeds the average gain in sales for the first eight months of this year which amounted to 10 per cent. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 155.6 for August, 1945, 139.4 for August, 1944 and 133.1 for July, 1945.

The adjusted index, with allowances for differences in number of business days and for normal seasonal variations, recorded the third successive increase since the year's low point was reached in May. The August index stood at 184.6 as compared with the following index numbers for the immediately preceding months: 178.8 for July, 160.6 for June and 157.3 for May.

	INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100			
	1944		1945	
	August	June	July	August
Unadjusted Indexes	139.4	169.1	133.1	155.6
Adjusted Indexes	165.3	160.6	178.8	184.6

Sales of Quebec department stores recorded an outstanding increase of 25 per cent in August, the gain comparing with an average increase of 14 per cent for the first eight months of this year over last. Other regions reported August increases which were more consistent with gains recorded in the eight-month's comparison and were on a considerably smaller scale than those reported in Quebec. August results for the other regions, with gains for the year to-date in brackets, were as follows: Ontario, 13 per cent, (11 per cent); British Columbia, 9 per cent (10 per cent); Prairie Provinces, 7 per cent (7 per cent); Maritime Provinces, 4 per cent (7 per cent).

Aggregate sales of those firms which provided a breakdown of sales by departments were 12 per cent higher in August of this year over last. Outstanding were the results for the various departments in the order of 11 per cent for motion picture and musical instruments, 19 per cent for hardware and 17 per cent for stationery departments. For the most part, other departments recorded fairly uniform gains, although with the exceptions of piece goods and household appliances departments which reported smaller gains of 4 and 6 per cent respectively.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 15 per cent higher in August, 1945 compared with August, 1944 and averaged 13 per cent greater in the first eight months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

August, 1944 and August, 1945
(Based on dollar sales of 17 firms including mail order houses)

	August, 1944	August, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	24,881,319	27,791,149	+11.7
1. Women's dresses, coats and suits	2,734,094	3,076,478	+12.5
2. Girls' and infants' wear	1,164,344	1,372,614	+17.9
3. Hosiery and gloves	882,160	960,341	+ 8.9
4. Lingerie and corsets	1,138,409	1,137,485	- 0.1
5. Millinery	268,475	319,495	+19.0
6. Women's and children's apparel - (Total, 1-5) ..	<u>6,187,482</u>	<u>6,866,413</u>	<u>+11.0</u>
7. Men's and boys' clothing and furnishings	2,474,774	2,815,336	+13.8
8. Drugs and toilet articles and preparations	742,804	809,605	+ 9.0
9. Piece goods	2,326,569	2,410,741	+ 3.6
10. Smallwares	874,099	975,591	+11.6
11. Food and kindred products	2,102,326	2,322,095	+10.5
12. Furniture (including mattresses and springs) ..	1,704,654	1,931,104	+13.3
13. Home furnishings	1,758,558	1,986,211	+12.9
14. Household appliances and electrical supplies ...	521,492	553,676	+ 6.2
15. Hardware and kitchen utensils	922,083	1,095,263	+18.8
16. Radios, musical instruments and supplies	167,104	201,970	+20.9
17. Shoes and other footwear	1,798,847	2,002,324	+11.3
18. Stationery, books and magazines	404,905	471,520	+16.5
19. All other departments, total	2,895,622	3,349,300	+15.7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1945

Department store sales in Canada in October were 15 per cent above those for October, 1944 and increased 10 per cent over the dollar volume of business in September of this year. The margin of increase over October, 1944 was somewhat higher than the average for the first ten months of the year during which sales gained 11 per cent over the corresponding period of 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 221.0 for October, 1945, 193.0 for October, 1944 and 201.6 for September, 1945.

Part of the increase in sales between October of the two years must be attributed to the occurrence of one more business day in October this year than last. When the index is reduced to an average daily sales basis, and a further adjustment made for normal seasonal movements, the increase over last year was almost similar to the average gain in sales for the ten-month period. The adjusted index for October, 1945 was 189.4, sharply lower than the 205.3 recorded in September, during which month a brisk upward movement in the adjusted sales index took place.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939

	1944 October	1945 August	1945 September	1945 October
Unadjusted Indexes	193.0	155.7	201.6	221.0
Adjusted Indexes	171.3	184.7	205.3	189.4

The 20 per cent increase in October sales reported for Quebec stores was higher than gains recorded by other sections of the country. Closely grouped with increases of 14 or 15 per cent were Ontario, the Maritime Provinces and the Prairie Provinces. British Columbia sales were 9 per cent higher than in October of last year. Cumulative results for the year to-date show that Quebec and Ontario stores have experienced the greatest increase in sales volume over last year, gains amounting to 14 and 11 per cent respectively. Other regions showed sales up 9 per cent in each case.

The analysis of department store sales by departments reveals that, although the clothing departments continued to maintain a substantial expansion in volume, the most pronounced gains occurred in durable goods departments. The hardware departments particularly showed a significant spurt of activity in October with a 12 per cent gain over the same month a year ago. This result reflects the greater output and variety of metal products currently reaching the trade. Increased output of electrical equipment may be another factor. Sales of household appliances and electrical items in department stores gained 30 per cent, with merchandise becoming available in larger quantities. The furniture and home furnishings departments also reported sales substantially higher, gains of 22 and 17 per cent being reported. A 20 per cent increase in footwear sales was among the largest recorded by that department during the present year. Food sales were practically unchanged from October a year ago.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 17 per cent higher in October, 1945 compared with October, 1944 and averaged 13 per cent greater in the first ten months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1944 and October, 1945
(Based on dollar sales of 18 firms including mail order houses)

	October, 1944	October, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	35,655,900	40,943,508	+14.8
1. Women's dresses, coats and suits	4,710,125	5,542,312	+17.7
2. Girls' and infants' wear	1,921,910	2,298,916	+19.6
3. Hosiery and gloves	1,609,249	1,638,114	+ 1.8
4. Lingerie and corsets	1,404,556	1,512,549	+ 7.7
5. Millinery	502,796	607,472	+20.8
6. Women's and children's apparel - (Total, 1-5) ..	10,148,636	11,599,363	+14.3
7. Men's and boys' clothing and furnishings	4,971,174	5,739,055	+15.4
8. Drugs and toilet articles and preparations	952,466	1,020,135	+ 7.1
9. Piece goods	2,738,170	3,054,548	+11.6
10. Smallwares	1,303,965	1,448,734	+11.1
11. Food and kindred products	2,741,893	2,751,241	+ 0.3
12. Furniture (including mattresses and springs) ...	1,939,625	2,365,961	+22.0
13. Home furnishings	2,215,328	2,588,407	+16.8
14. Household appliances and electrical supplies ...	650,381	845,395	+30.0
15. Hardware and kitchen utensils	968,326	1,279,290	+32.1
16. Radios, musical instruments and supplies	223,262	253,957	+13.7
17. Shoes and other footwear	2,555,996	3,115,953	+21.9
18. Stationery, books and magazines	603,920	660,760	+ 9.4
19. All other departments, total	3,642,758	4,220,709	+15.9

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1945

Department store sales in Canada were 15 per cent higher in November, 1945 compared with November, 1944 and increased 17 per cent over dollar sales in October, 1945. The increase over November, 1944 was similar to that in the October comparison. On an average daily sales basis the November increase was sustained, since there was the same number of days in November of the two years. Part of the October expansion, however, was due to the occurrence of one more business day in October, 1945 than in October, 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 258.9 for November, 1945, 225.3 for November, 1944 and 222.9 for October, 1945. Sales in the first eleven months of 1945 were 11 per cent higher than in the same period of 1944.

The seasonally adjusted index reached an unprecedented peak of 222.9 in the month under review. As a result of several more or less abnormal factors currently affecting retail merchandising, the adjusted series has become less significant than formerly as an indicator of the underlying trend in sales. Among the more important of these factors are the prevailing ebb and flow in the supply situation of numerous commodities, heavy purchases by service personnel in re-establishing themselves in civilian life and family allowance payments. The occurrence of peaks in the adjusted index for November in the years from 1942 onwards is a condition which reflects the increased trading importance of November in relation to other months of the year. A further observation which might be noted is a broadening in the margin of increase in adjusted indexes between October and November since the beginning of the war. To illustrate this point, the adjusted indexes for November in each year from 1939 onwards expressed as percentages of the adjusted index for October of the same year are as follows: 90.8 in 1939, 106.3 in 1940, 100.8 in 1941, 110.2 in 1942, 107.3 in 1943, 113.7 in 1944 and 117.7 in 1945.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1944		1945	
	November	September	October	November
Unadjusted Indexes	225.3	201.6	220.9	258.9
Adjusted Indexes	194.7	205.3	189.3	222.9

Increases in Quebec department stores continue to exceed those for other sections of the country. A 20 per cent gain was reported for November. Ontario, the Prairie Provinces and British Columbia showed gains which in all cases were close to the average result for Canada, while a more moderate advance of 8 per cent occurred in the Maritime Provinces. Sales volume for the first eleven months of this year increased to a greater extent in Quebec and Ontario than in the east or west. Gains over 1944 amounted to 15 per cent in Quebec and 12 per cent in Ontario during the eleven-month period, while comparisons for other sections showed increases of 9 or 10 per cent in each case.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 17 per cent higher in November, 1945 compared with November, 1944 and averaged 13 per cent greater in the first eleven months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1944 and November, 1945

(Based on dollar sales of 20 firms including mail order houses)

	November, 1944	November 1945	% Change 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	41,678,315	47,567,059	+14.1
1. Women's dresses, coats and suits	5,273,753	5,768,030	+ 9.4
2. Girls' and infants' wear	1,853,722	2,028,523	+ 9.4
3. Hosiery and gloves	1,801,897	1,885,508	+ 4.6
4. Lingerie and corsets	1,677,062	1,753,820	+ 4.6
5. Millinery	457,132	531,229	+16.2
6. Women's and children's apparel - (Total, 1-5) ..	11,063,566	11,967,110	+ 8.2
7. Men's and boys' clothing and furnishings	5,409,327	5,824,088	+ 7.7
8. Drugs and toilet articles and preparations	1,333,007	1,526,534	+14.5
9. Piece goods	2,997,191	3,188,486	+ 6.4
10. Smallwares	1,776,250	1,977,429	+11.3
11. Food and kindred products	2,727,314	3,111,752	+14.1
12. Furniture (including mattresses and springs) ...	2,040,496	2,321,153	+13.8
13. Home furnishings	2,498,423	2,869,165	+14.8
14. Household appliances and electrical supplies ...	620,575	943,207	+52.0
15. Hardware and kitchen utensils	1,055,692	1,412,769	+33.8
16. Radios, musical instruments and supplies	284,758	403,272	+41.6
17. Shoes and other footwear	3,061,003	3,580,893	+17.0
18. Stationery, books and magazines	1,117,230	1,318,548	+18.0
19. All other departments, total	5,693,483	7,122,653	+25.1

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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63-002

Dominion Statistician,
Chief, Merchandising and Services Branch;
Vol. VIII - No. 12

Herbert Marshall, B.A., F.S.S.
A.C. Steedman, B.A.

16-4010

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1945

Dollar sales of Canadian department stores reached a new all-time peak in December, 1945, when sales rose 8 per cent over the previous record established in the preceding month of November. Compared with December, 1944, sales gained 10 per cent, a result which is almost on a par with the overall gain of 11 per cent in annual sales volume between 1944 and 1945. Unadjusted indexes (on the base, 1935 - 1939 = 100) stood at 279.3 for December, 1945, 253.9 for December, 1944 and 258.3 for November, 1945.

There was, however, one more business day in December, 1945 than in the same month of 1944, but only four Saturdays in December, 1945 as compared with five in December of the previous year. After adjustment for differences in number of business days and also for normal seasonal movements, the index fell sharply from the high peak of 222.4 attained in November to 174.2 in the following month. The adjusted index for December is considerably lower than the average of the adjusted series for the first eleven months of the year. This conforms with a wartime development which saw business more uniformly spread over various months of the year, although peak selling periods were still evident.

A feature of the December regional results was the 14 per cent increase in sales of Ontario stores over the same month of the preceding year. Sales in Quebec increased 9 per cent in December, a result which contrasts sharply with much higher increases in each of the six preceding months. December sales in the Prairie Provinces and in British Columbia recorded gains of 8 and 9 per cent, while a more moderate advance of 4 per cent occurred in the Maritime Provinces. Annual results showed Quebec's 14 per cent gain leading that of the other regions. This compares with an annual increase for Ontario of 12 per cent and with gains of 8, 9 and 10 per cent in the Maritime Provinces, Prairie Provinces and British Columbia respectively.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1944		1945	
	December	October	November	December
Unadjusted Indexes	253.9	220.9	258.3	279.3
Adjusted Indexes	158.4	189.3	222.4	174.2

Sales of the department stores reporting figures on a departmental basis averaged 12 per cent higher in December, 1945 than in the same month of 1944. Increased supplies of merchandise lifted sales for the radio, household appliance and hardware departments above December, 1944 volume by very substantial amounts, the gains being 69, 50 and 47 per cent, respectively. Merchandise shortages in popular apparel gift lines prevented any substantial increase over December, 1944 for clothing departments, both men's and women's departments recording increases of only 3 per cent in December, 1945 over 1944. Furniture, home furnishings, stationery and drug departments recorded increases in the vicinity of 15 per cent, gains which are in line with those experienced in the previous month of November.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 10 per cent higher in December, 1945 compared with December, 1944 and averaged 13 per cent greater in 1945 than in the same year 1944.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

December, 1944 and December, 1945
(Based on dollar sales of 17 firms including mail order houses)

	December, 1944	December, 1945	% Change 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	43,932,706	49,058,862	+11.7
1. Women's dresses, coats and suits	4,323,033	4,613,773	+ 6.7
2. Girls' and infants' wear	1,689,364	1,646,045	- 2.6
3. Hosiery and gloves	2,171,547	2,173,638	+ 0.1
4. Lingerie and corsets	1,878,668	1,910,069	+ 1.7
5. Millinery	337,141	367,107	+ 8.9
6. Women's and children's apparel - (Total, 1-5) ..	10,399,753	10,710,632	+ 3.0
7. Men's and boys' clothing and furnishings	5,692,728	5,878,130	+ 3.3
8. Drugs and toilet articles and preparations	2,223,592	2,530,827	+13.8
9. Piece goods	2,619,349	2,830,962	+ 8.1
10. Smallwares	2,196,238	2,376,479	+ 8.2
11. Food and kindred products	3,393,363	3,604,508	+ 6.2
12. Furniture (including mattresses and springs) ...	1,623,103	1,889,354	+16.4
13. Home furnishings	2,412,187	2,741,472	+13.7
14. Household appliances and electrical supplies ...	622,431	933,647	+50.0
15. Hardware and kitchen utensils	1,028,195	1,509,992	+46.9
16. Radios, musical instruments and supplies	327,980	554,258	+69.0
17. Shoes and other footwear	2,885,501	3,148,298	+ 9.1
18. Stationery, books and magazines	1,783,825	2,048,191	+14.8
19. All other departments, total	6,724,461	8,302,112	+23.5

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 Chief, Merchandising and Services Branch:
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65-002
 Herbert Marshall, B.A., F.S.S.
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16-4010

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1946

Department store sales in Canada increased 12 per cent in January, 1946 over January, 1945, while declining 51 per cent from the peak volume month of December, 1945. Unadjusted indexes (on the base, 1935 - 1939 = 100) stood at 136.9 for January, 1946, 122.5 for January, 1945 and 279.6 for December, 1945.

The index with adjustment for differences in number of business days and for normal seasonal movements advanced from 174.4 in December, 1945 to 182.3 in the month under review.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA, 1935-1939=100

	1945	1945	1946
	January	November	December
Unadjusted Indexes	122.5	258.4	279.6
Adjusted Indexes	163.1	222.5	174.4

A fractional decline occurred in the Maritime Provinces, and department stores located in the Prairie Provinces were restricted to a 6 per cent gain over January a year ago. Elsewhere the gains exceeded the average increase for Canada, amounting to 15 per cent in both Quebec and Ontario and to 18 per cent in British Columbia.

There were wide variations in the trends for individual departments as revealed in the departmental sales totals compiled from reports submitted by 19 departmental firms for January. Marked gains in sales continued to be experienced in durable household goods departments, the large percentage increases reflecting in part at least the relatively low supply situation which existed in January, 1945. Although women's outerwear garments showed a 12 per cent sales increase, declines were apparent in other types of ladies' wear and the resulting sales gain for the ladies' apparel group as a whole between January of the two years amounted to only 1 per cent. Sales of the men's wear and the footwear departments, on the other hand, recorded much higher increases of 12 per cent in each case.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 19 per cent higher in January, 1946 compared with January, 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1945 and January, 1946
(Based on dollar sales of 19 firms including mail order houses)

	January, 1945	January, 1946	% Change 1946/1945
TOTAL SALES, ALL DEPARTMENTS	22,053,175	24,786,331	+12.4
1. Women's dresses, coats and suits	2,383,794	2,668,857	+12.0
2. Girls' and infants' wear	696,787	653,300	- 6.2
3. Hosiery and gloves	861,040	759,796	-11.8
4. Lingerie and corsets	978,764	953,749	- 2.6
5. Millinery	189,947	200,407	+ 5.5
6. Women's and children's apparel - (Total, 1-5) ..	5,110,332	5,236,109	+ 2.5
7. Men's and boys' clothing and furnishings	2,132,003	2,383,229	+11.8
8. Drugs and toilet articles and preparations	803,836	860,466	+ 7.0
9. Piece goods	2,308,960	2,301,292	- 0.3
10. Smallwares	907,774	995,949	+ 9.7
11. Food and kindred products	2,328,518	2,542,118	+ 9.2
12. Furniture (including mattresses and springs) ...	1,423,639	1,850,011	+29.9
13. Home furnishings	1,434,776	1,651,262	+15.1
14. Household appliances and electrical supplies ...	403,164	657,368	+63.1
15. Hardware and kitchen utensils	730,746	1,006,252	+37.7
16. Radios, musical instruments and supplies	202,053	355,983	+76.2
17. Shoes and other footwear	1,302,693	1,452,740	+11.5
18. Stationery, books and magazines	459,537	553,353	+20.4
19. All other departments, total	2,505,144	2,940,199	+17.4

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16-4010

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1946

Dollar volume of sales in Canadian department stores was 19 per cent higher in February of this year compared with last and recorded a 12 per cent gain over the preceding month of January. The combined results for the first two months of the year showed sales 16 per cent higher at the end of February, 1946 than in the first two months of 1945. Unadjusted indexes (on the base, 1935 - 1939 = 100) stood at 162.1 for February, 1946, 136.2 for February, 1945 and 137.0 for January, 1946.

The adjusted index of sales, which takes into account differences in number of business days and seasonal variations, moved briskly upward, standing at 215.5 in February, 1946 as compared with 182.4 in January of this year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA, 1935-1939=100

	1945	1945	1946	
	February	December	January	February
Unadjusted Indexes	136.2	279.6	137.0	162.1
Adjusted Indexes	181.0	174.4	182.4	215.5

A gain of 28 per cent in the Maritime Provinces in February was outstanding and represented a sharp reversal from the January trend which showed a fractional decline in sales below January, 1945. Sales in that area were 14 per cent higher in the first two months of this year over last. Substantial increases occurred also in other sections of the country, although the more pronounced gains took place in eastern Canada. Other regional results for February, with cumulative results for January and February in brackets, were as follows: Quebec, 19 per cent (17 per cent); Ontario, 22 per cent (19 per cent); Prairie Provinces, 15 per cent (11 per cent) and British Columbia, 13 per cent (15 per cent).

Total sales of 17 firms which provided information for various departments were 19 per cent higher in February of this year over last. Increases for departments specializing in the sale of radios and musical instruments and those handling household appliances were even more extensive than those recorded in recent months and amounted to 138 and 101 per cent respectively in the month under review. Increases in other durable goods departments were of sizable proportions, approximating the gains which they have experienced in late months. Trading in men's apparel was particularly active in February and a 27 per cent advance was recorded over February a year ago.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 16 per cent higher in February, 1946 compared with February, 1945 and were up 18 per cent in the first two months of this year over the same period of 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1945 and February, 1946

(Based on dollar sales of 17 firms including mail order houses)

	February, 1945	February, 1946	% Chang 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	24,652,732	29,433,436	+19.4
1. Women's dresses, coats and suits	2,625,725	3,023,339	+15.1
2. Girls' and infants' wear	917,900	974,994	+6.2
3. Hosiery and gloves	929,046	1,099,541	+18.4
4. Lingerie and corsets	1,158,201	1,336,351	+15.4
5. Millinery	229,424	244,628	+6.6
6. Women's and children's apparel - (Total, 1-5).	5,860,296	6,678,853	+14.0
7. Men's and boys' clothing and furnishings	2,225,510	2,820,294	+26.7
8. Drugs and toilet articles and preparations ...	810,359	888,992	+9.7
9. Piece goods	2,642,953	2,814,111	+6.5
10. Smallwares	954,004	1,059,956	+11.1
11. Food and kindred products	2,363,143	2,488,649	+5.3
12. Furniture (including mattresses and springs)..	1,677,417	2,191,874	+30.7
13. Home furnishings	1,959,775	2,372,768	+21.1
14. Household appliances and electrical supplies .	438,602	882,898	+101.3
15. Hardware and kitchen utensils	972,580	1,292,373	+32.9
16. Radios, musical instruments and supplies	210,472	500,236	+137.7
17. Shoes and other footwear	1,442,135	1,629,369	+13.0
18. Stationery, books and magazines	474,883	600,838	+26.5
19. All other departments, total	2,620,603	3,212,225	+22.6

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16-4010

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1946

Department store sales in Canada gained 11 per cent in March of this year over March, 1945 and were 37 per cent greater than in the preceding month of February. The increase between March of the two years, although somewhat below the gain of 14 per cent in the first quarter of 1946 compared with the similar period a year ago, must be regarded as outstanding. Sales had attained a very high level in March, 1945, under the favourable effects of unusually warm weather and of the concentration of customary Easter purchasing in that month. Weather conditions were almost equally favourable in March this year, but the seasonal Easter trade was a negligible factor owing to the late date of the holiday. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 222.3 for March, 1946, 200.5 for March, 1945 and 162.2 for February, 1946.

After adjustments for differences in number of business days, for the varying sales importance of different days of the business week, for normal seasonal fluctuations in trade and for the effect of the shifting date of Easter, the index rose sharply to 258.9 in March, 1946, far above the previous high point in the adjusted series, 222.4, reached in November, 1945. The adjusted index for March was 20 per cent greater than the index for the same month of 1945, which stood at 215.5. The much higher March increase for the adjusted than for the unadjusted series is attributable entirely to the varying effect of the Easter factor in the two years.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA, 1935-1939=100

	1945	1946		
	March	January	February	March
Unadjusted Indexes	200.5	137.0	162.2	222.3
Adjusted Indexes	215.5	182.4	215.6	258.9

Sales increases in corresponding months of this year over last have maintained a more consistent trend in Quebec than elsewhere in Canada. March sales increased 17 per cent, a gain which is identical with that recorded in the quarterly comparison. Increases in Quebec, both for the month under review and also for the quarter, are greater than those recorded in other provinces. In the Maritime Provinces, sales were up only 6 per cent in March following a very substantial increase of 28 per cent in that area during February. Cumulative results showed sales 10 per cent higher in the first three months of this year over last in that region. Trends in other parts of the country deviated little from the average results for the country as a whole. Gains in March, with quarterly increases in brackets, were as follows: Ontario, 9 per cent (15 per cent); Prairie Provinces, 13 per cent (12 per cent) and British Columbia, 10 per cent (13 per cent).

Seventeen firms reported sales on a departmental basis and their total volume was 11 per cent higher in March this year compared with last. Durable goods departments continued the wide expansion which has characterized results for recent months. Increases in March for these departments, led by radio and electrical with a

143 per cent increase and household appliances with a 97 per cent advance, were somewhat similar to those which had been recorded in the February comparisons. Notwithstanding the fact that Easter occurred in March of 1945 and well on in April this year, apparel departments were able to show slight increases over the substantial volume of sales which they had obtained in March a year ago. Drugs, piece goods and smallwares departments had small sales gains over March, 1945, while food departments did 2 per cent less business than in that month.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 9 per cent higher in March, 1946 compared with March, 1945 and were up 14 per cent in the first three months of this year over the same period of 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1945 and March, 1946

(Based on dollar sales of 17 firms including mail order houses)

	March, 1945	March, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	36,779,876	40,819,371	+11.0
1. Women's dresses, coats and suits	5,077,791	5,300,390	+ 4.4
2. Girls' and infants' wear	1,936,558	1,911,520	- 1.3
3. Hosiery and gloves	1,432,862	1,432,512	(a)
4. Lingerie and corsets	1,472,734	1,600,204	+ 8.7
5. Millinery	641,112	558,717	-12.9
6. Women's and children's apparel - (Total, 1-5). .	10,561,057	10,803,343	+ 2.3
7. Men's and boys' clothing and furnishings	4,321,554	4,562,264	+ 5.6
8. Drugs and toilet articles and preparations . .	934,331	996,087	+ 6.6
9. Piece goods	3,174,057	3,202,592	+ 0.9
10. Smallwares	1,220,448	1,287,210	+ 5.5
11. Food and kindred products	2,845,762	2,781,916	- 2.2
12. Furniture (including mattresses and springs) .	2,103,197	2,772,955	+31.8
13. Home furnishings	2,432,112	2,890,499	+18.8
14. Household appliances and electrical supplies .	544,090	1,072,738	+97.2
15. Hardware and kitchen utensils	1,547,005	2,096,880	+35.5
16. Radios, musical instruments and supplies	230,178	558,077	+142.5
17. Shoes and other footwear	2,772,033	2,875,985	+ 3.8
18. Stationery, books and magazines	519,526	608,974	+17.2
19. All other departments, total	3,574,526	4,309,851	+20.6

(a) Change of less than 0.1 per cent.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1946

The dollar sales of Canadian department stores in April increased 30 per cent over April, 1945. Concentration of Easter purchasing in April of this year and in March of last year accounts for a certain portion of the increase between April of the two years. April, 1946 business was not able to attain the high level of March sales, declining 4 per cent from the preceding month's volume. The cumulative increase in sales for the first four months of this year over last amounted to 18 per cent. In comparison with 1945 sales volume, indications are that there is a current widening in the extent of expansion. An increase of 12 per cent in January and one of 19 per cent in February combined to produce a 16 per cent gain in the first two months of this year over last. The cumulative results for the first quarter of the year were affected by the variable date of Easter, to the extent that a 14 per cent increase between the first quarters of 1945 and 1946 could not be considered as a reliable reflection of the relative levels of trading in the two years. With the Easter factor accounted for in both years at the end of April, the 18 per cent increase emphasizes the broadening sales expansion currently taking place. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 213.4 for April, 1946, 164.8 for April, 1945 and 222.2 for March, 1946.

The adjusted sales index for April stood at 207.5, having fallen sharply from the outstanding mark recorded in March when the index rose to 258.7, thirty-six points higher than the previous record peak.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA 1935-1939=100

	1945	1946		
	April	February	March	April
Unadjusted Indexes	164.8	162.2	222.2	213.4
Adjusted Indexes	171.7	215.6	258.7	207.5

Increases in April sales were widespread and, apart from a comparatively moderate gain of 13 per cent in the Maritime Provinces, showed marked upward movements elsewhere. Quebec, Ontario and the Prairie Provinces reported increases of 31 per cent, 34 per cent, and 30 per cent respectively, gains which exceeded that for the country as a whole, while British Columbia had a slightly lower increase of 24 per cent. Comparisons for the first four months of this year over last on a regional basis reveal that Quebec and Ontario department stores led other regions with gains of 21 and 20 per cent respectively. The Prairie Provinces and British Columbia are grouped with identical gains of 16 per cent in the same comparison, while the increase in the Maritime Provinces for the first four months of this year over last amounted to 11 per cent.

Nineteen firms reported sales on a departmental basis for April and the aggregate business done by these companies was 28 per cent higher than in April a year ago. Household appliances departments and those handling radios and musical instruments extended their gains in the month under review and sales volume was al-

most two and one-half times greater than in April, 1945. Sales increases for other durable goods departments were consistent with those which have been experienced in earlier months. Women's apparel, which in recent months has lagged behind the average increase in business for all departments, recorded a gain of 28 per cent in April. A 47 per cent increase in millinery sales featured the results for individual commodity groupings in the ladies' wear departments, while an active demand for dresses and coats is reflected in a gain of 31 per cent in April. Stationery departments handled 46 per cent more business in April this year than last and a 27 per cent increase for smallwares was more prominent than gains which that department has recorded in a considerable period of time.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 37 per cent higher in April, 1946 compared with April, 1945 and were up 21 per cent in the first four months of this year over the same period of 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1945 and April, 1946

(Based on dollar sales of 19 firms including mail order houses)

	April, 1945	April, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	30,834,573	39,523,286	+28.2
1. Women's dresses, coats and suits	3,768,567	4,924,209	+30.7
2. Girls' and infants' wear	1,269,535	1,620,500	+27.6
3. Hosiery and gloves	1,274,196	1,490,681	+17.0
4. Lingerie and corsets	1,171,186	1,459,108	+24.6
5. Millinery	467,093	685,560	+46.8
6. Women's and children's apparel - (Total, 1-5).	7,950,577	10,180,058	+28.0
7. Men's and boys' clothing and furnishings	3,280,521	4,185,428	+27.6
8. Drugs and toilet articles and preparations ...	856,244	973,484	+13.7
9. Piece goods	2,486,172	2,697,688	+8.5
10. Smallwares	1,019,905	1,291,212	+26.6
11. Food and kindred products	2,609,517	2,966,648	+13.7
12. Furniture (including mattresses and springs) .	2,096,228	2,948,291	+40.6
13. Home furnishings	2,321,668	2,851,041	+22.8
14. Household appliances and electrical supplies .	433,938	1,084,245	+149.9
15. Hardware and kitchen utensils	1,603,421	2,055,039	+28.2
16. Radios, musical instruments and supplies	186,521	456,374	+144.7
17. Shoes and other footwear	2,319,860	2,823,226	+21.7
18. Stationery, books and magazines	419,827	614,393	+46.3
19. All other departments, total	3,250,174	4,396,159	+35.3

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OTTAWA, CANADA

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Vol. IX - No. 5

16-4C10

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1946

Department stores continued to extend the already broad margin of increase reported in the first four months of this year over last, when sales advanced 28 per cent in May over those for the same month of 1945. The May increase is much higher than the average gain of 18 per cent which occurred in the first four months of the year. The cumulative increase for the January-to-May period stands at 20 per cent. There was a 2 per cent reduction in business between April and May of 1946. Unadjusted indexes (on the base 1935-1939=100) stood at 208.7 for May, 1946, 162.8 for May, 1945 and 213.2 for April, 1946. The adjusted index of sales was 201.6 in May, slightly lower than the index of 207.3 recorded in the preceding month of April.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA, 1935-1939=100

	1945		1946		
	May	March	April	May	
Unadjusted Indexes	162.8	222.2	213.2	208.7	
Adjusted Indexes	157.3	258.7	207.3	201.6	

All sections of the country recorded pronounced improvement in May of this year over last, and in all cases the May increases were considerably in excess of the gains which occurred in cumulative results for the first four months of this year. Identical gains of 31 per cent for Ontario and Quebec were followed by an increase of 28 per cent in the Prairie Provinces, and by gains of 23 per cent in British Columbia and 22 per cent in the Maritime Provinces. During the first five months of the year the average increases for all provinces from Quebec to British Columbia were within the comparatively narrow range of 17 to 23 per cent. The Maritime Provinces experienced a somewhat lower margin of increase which amounted to 14 per cent in the five-month period.

An analysis of the May, 1945 and 1946 figures by departments illustrates the continuing wide expansion in sales of radios and of household appliances. Hardware sales in department stores increased 52 per cent in May, a gain which is somewhat larger than those made by this department in earlier months of the year. Sales of furniture and of home furnishings also showed increases which exceeded the average gain for all departments.

An error in the April sales summary by departments has necessitated a revision to the amounts reported in last month's bulletin under Items 14 and 15. Revised figures are given on the second page of this report.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 27 per cent higher in May, 1946 compared with May, 1945 and were up 22 per cent in the first five months of this year over the same period of 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1945 and May, 1946

(Based on dollar sales of 18 firms including mail order houses)

	May, 1945	May, 1946	% Change, 1946/1945
TOTAL SALES, ALL DEPARTMENTS	\$ 29,468,212	\$ 37,727,815	+28.0
1. Women's dresses, coats and suits	3,548,388	4,500,131	+26.8
2. Girls' and infants' wear	1,166,961	1,314,303	+12.6
3. Hosiery and gloves	1,133,880	1,294,214	+14.1
4. Lingerie and corsets	1,209,174	1,442,531	+19.3
5. Millinery	382,688	448,755	+17.3
6. Women's and children's apparel - (Total, 1-5). .	7,441,091	8,999,934	+20.9
7. Men's and boys' clothing and furnishings	2,975,142	3,597,207	+20.9
8. Drugs and toilet articles and preparations ...	869,170	942,757	+ 8.5
9. Piece goods	2,387,953	2,840,024	+18.9
10. Smallwares	995,000	1,235,248	+24.1
11. Food and kindred products	2,573,653	2,838,572	+10.3
12. Furniture (including mattresses and springs) .	2,066,556	2,763,248	+33.7
13. Home furnishings	2,276,405	3,063,230	+34.6
14. Household appliances and electrical supplies .	528,396	1,103,148	+108.8
15. Hardware and kitchen utensils	1,389,834	2,117,951	+52.4
16. Radios, musical instruments and supplies	170,419	528,969	+210.4
17. Shoes and other footwear	2,260,345	2,700,085	+19.5
18. Stationery, books and magazines	418,858	518,120	+23.7
19. All other departments, total	3,115,390	4,479,322	+43.8

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS (APRIL, 1945 AND APRIL, 1946)

(Revised)

	April, 1945	April, 1946	% Change, 1946/1945
14. Household appliances and electrical supplies .	\$ 533,938	\$ 1,084,245	+103.1
15. Hardware and kitchen utensils	1,503,421	2,055,039	+36.7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1946

June sales of department stores in Canada declined 8 per cent below the immediately preceding month of May and were 13 per cent higher than in June a year ago. The 13 per cent gain over June, 1945 is considerably lower than the increases recorded in earlier months of the year, a result which may be attributed in part to the occurrence of one more business day in June of last year than in June, 1946. Total department store sales for the first six months of the current year stand 19 per cent above the corresponding period of 1946.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA, 1935-1939=100

	1945		1946		
	June	April	May	June	
Unadjusted Indexes	169.1	213.3	208.8	191.8	
Adjusted Indexes	160.6	207.4	201.7	189.4	

Figures on a regional basis show that lower percentage gains in sales were general across the country. June sales in the Maritime Provinces were only 4 per cent higher than in June a year ago compared with an increase of 12 per cent for the year to date. June increases for Quebec, Ontario and the Prairie Provinces ranged within the narrow limits of 14 to 16 per cent while sales in the same regions for the first six months of the year were from 18 to 22 per cent higher than in the corresponding period of 1945. Sales in British Columbia were 10 per cent higher in June of this year than last.

An analysis of department store sales by departments for 18 firms submitting such figures shows lower gains in all categories for which separate figures are compiled. Sales of women's and children's apparel were 8 per cent higher in June of this year than last whereas an increase of 21 per cent was recorded in the May comparison. Corresponding increases for men's and boys' clothing and furnishings were 7 per cent for June and 21 per cent for May. Durable goods departments continue to record major gains but even here the margin of increase over 1945 was lower in June than in May.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 12 per cent higher in June, 1946 compared with June, 1945. Over the first half of the year, sales were up 20 per cent compared with the same period a year ago.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

June, 1945 and June, 1946
(Based on dollar sales of 18 firms including mail order houses)

	June, 1945	June, 1946	% Change, 1946/1945
TOTAL SALES, ALL DEPARTMENTS	30,376,119	34,895,314	+14.9
1. Women's dresses, coats and suits	3,708,300	4,135,426	+11.5
2. Girls' and infants' wear	1,090,370	1,117,605	+2.5
3. Hosiery and gloves	1,093,373	1,142,133	+4.5
4. Lingerie and corsets	1,295,593	1,379,503	+6.5
5. Millinery	327,915	338,519	+3.2
6. Women's and children's apparel - (Total, 1-5). .	7,515,551	8,113,186	+8.0
7. Men's and boys' clothing and furnishings	3,370,255	3,601,344	+6.9
8. Drugs and toilet articles and preparations ...	910,372	949,265	+4.3
9. Piece goods	2,455,476	2,650,543	+7.9
10. Smallwares	1,039,775	1,170,088	+12.5
11. Food and kindred products	2,517,740	2,553,953	+1.4
12. Furniture (including mattresses and springs) .	1,951,293	2,386,887	+22.3
13. Home furnishings	2,213,206	2,710,660	+22.5
14. Household appliances and electrical supplies .	537,062	1,005,630	+87.2
15. Hardware and kitchen utensils	1,383,242	1,839,213	+33.0
16. Radios, musical instruments and supplies	188,298	458,757	+143.6
17. Shoes and other footwear	2,516,461	2,685,134	+6.7
18. Stationery, books and magazines	415,123	516,307	+24.4
19. All other departments, total	3,362,265	4,254,347	+26.5

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 Vol. IX - No. 7

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1946

July sales of department stores in Canada declined 17 per cent below June but were 20 per cent higher than in July, 1945. The 20 per cent increase over July a year ago was about on a par with the average gain of 19 per cent for the first seven months of the current year compared with the corresponding period of 1945.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA, 1935-1939=100

	1945		1946		
	July	May	June	July	
Unadjusted Indexes	133.2		208.8	191.6	159.7
Adjusted Indexes	179.0		201.7	189.2	207.1

Figures on a regional basis show substantial gains over July a year ago in all sections of the country. Quebec came first in point of view of increased sales with a gain of 25 per cent followed by a 24 per cent increase in Ontario. Increases of 16 per cent were recorded both in the Prairie Provinces and in British Columbia while in the Maritimes a lower gain of 14 per cent was recorded.

An analysis of department store sales by departments for 18 firms reporting shows increases over July a year ago for all categories. The household appliances and electrical supplies department and the radio and musical instruments department continue to register marked gains over the low levels which existed during 1945. Smallwares were up 22 per cent; the furniture department gained 19 per cent while sales for the women's and children's wear departments averaged 16 per cent higher in July of this year than last.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 26 per cent higher in July of this year than last. Sales averaged 21 per cent higher in the first seven months of the current year compared with the corresponding period of 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

July, 1945 and July, 1946

(Based on dollar sales of 18 firms including mail order houses)

	July, 1945	July, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	<u>23,573,117</u>	<u>28,343,694</u>	+ 20.2
1. Women's dresses, coats and suits	2,408,984	2,871,418	+ 19.2
2. Girls' and infants' wear	746,063	798,521	+ 7.0
3. Hosiery and gloves	782,082	934,246	+ 19.5
4. Lingerie and corsets	960,650	1,079,273	+ 12.3
5. Millinery	172,516	190,758	+ 10.6
6. Women's and children's apparel - (Total, 1-5). .	<u>5,070,295</u>	<u>5,874,216</u>	+ 15.9
7. Men's and boys' clothing and furnishings	2,348,665	2,693,983	+ 14.7
8. Drugs and toilet articles and preparations ...	823,985	911,068	+ 10.6
9. Piece goods	1,983,338	2,248,306	+ 13.4
10. Smallwares	841,787	1,023,305	+ 21.6
11. Food and kindred products	2,315,955	2,413,987	+ 4.2
12. Furniture (including mattresses and springs) .	1,621,732	1,936,773	+ 19.4
13. Home furnishings	1,745,507	2,242,351	+ 28.5
14. Household appliances and electrical supplies .	428,972	874,228	+103.8
15. Hardware and kitchen utensils	1,097,356	1,524,642	+ 38.9
16. Radios, musical instruments and supplies	176,026	440,531	+150.3
17. Shoes and other footwear	1,769,651	1,884,688	+ 6.5
18. Stationery, books and magazines	360,770	447,801	+ 24.1
19. All other departments, total	<u>2,989,078</u>	<u>3,827,815</u>	+ 28.1

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Vol. IX - No. 8 16-4030

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1946

Department store sales in Canada made a further sharp advance during August when an increase of 27 per cent over August, 1945 was recorded. The seasonal rise in sales which customarily occurs between July and August was more pronounced than usual this year, as sales gained 24 per cent in August compared with the preceding month of July. The increase in August this year over last exceeded the average increase for earlier months of the year and the cumulative gain for the January-to-August period of 1946 reached 20 per cent compared with the similar period of 1945.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA, 1935-1939=100

	1945	1946		
	August	June	July	August
Unadjusted Indexes	155.7	191.6	159.5	197.1
Adjusted Indexes	184.7	189.2	206.8	232.0

Remarkable uniformity is apparent in August results for all five economic divisions for which separate indexes are compiled. Increases in August this year over last ranged from 24 per cent in the Maritime Provinces to a high of 28 per cent in Ontario and in the Prairie Provinces. Cumulative increases for the first eight months of the current year were highest in Quebec and Ontario. Gains of 22 per cent in each of these two provinces were followed by increases of 19 per cent in the Prairie Provinces, 17 per cent in British Columbia and 14 per cent in the Maritime Provinces.

Sales of the 18 firms which reported sales by departments gained 24 per cent in August this year over last. Increases were substantial for all commodity groupings measured in this analysis. The lowest of these increases amounted to 9 per cent (in food and in footwear departments) but the outstanding factor in the high sales obtained by department stores arises from the pronounced increases in sales of durable household goods. Detailed results on a departmental basis appear on Page 2 of this report.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 26 per cent higher in August of this year than last. Sales averaged 21 per cent higher in the first eight months of the current year compared with the corresponding period of 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

August, 1945 and August, 1946
(Based on dollar sales of 18 firms including mail order houses)

	August 1945	August 1946	% Chang 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	28,143,169	34,944,821	+24.8
1. Women's dresses, coats and suits	3,145,452	3,849,926	+22.4
2. Girls' and infants' wear	1,376,498	1,559,534	+13.3
3. Hosiery and gloves	966,237	1,238,259	+28.1
4. Lingerie and corsets	1,085,136	1,336,852	+23.2
5. Millinery	320,908	368,034	+14.7
6. Women's and children's apparel - (Total, 1-5). .	6,894,231	8,352,605	+21.2
7. Men's and boys' clothing and furnishings	2,955,096	3,630,728	+22.9
8. Drugs and toilet articles and preparations ...	818,637	899,687	+9.8
9. Piece goods	2,425,023	2,854,229	+17.0
10. Smallwares	980,416	1,215,108	+23.9
11. Food and kindred products	2,403,797	2,611,123	+8.6
12. Furniture (including mattresses and springs) .	1,962,300	2,639,536	+34.5
13. Home furnishings	1,991,389	2,655,227	+33.1
14. Household appliances and electrical supplies .	569,595	1,114,457	+95.1
15. Hardware and kitchen utensils	1,116,568	1,556,216	+39.0
16. Radios, musical instruments and supplies	205,452	606,480	+195.1
17. Shoes and other footwear	2,045,300	2,218,640	+8.5
18. Stationery, books and magazines	489,687	601,639	+22.1
19. All other departments, total	3,285,678	3,989,146	+21.4

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OTTAWA, CANADA

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1946

Dollar volume of sales in Canadian department stores in October, 1946 including the mail order business of departmental firms, recorded a 15 per cent gain compared with sales in October, 1945. The sales increase in October over September amounted to 7 per cent. Cumulative sales for the first ten months of 1946 stand 19 per cent above those for the corresponding period of last year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES IN CANADA, 1935-1939=100

	1945		1946	
	October	August	September	October
Unadjusted Indexes	220.9	197.2	239.2	254.7
Adjusted Indexes	189.3	232.2	244.6	218.2

There were wide variations in the extent of the increases recorded by different departments of department stores. Increases amounted to 211 per cent for radio and musical instrument departments and 86 per cent for household appliances departments, these two showing by far the largest gains recorded in the departmental analysis of sales. Other departments which recorded sizable increases were home furnishings, hardware, furniture and smallwares departments, whose gains ranged between 20 and 28 per cent in October of this year over last. The sales increases for apparel departments have fluctuated considerably in recent months. Gains for these departments in October were among the more moderate obtained, amounting to 9 per cent in the case of footwear and for women's and children's apparel, while a 5 per cent increase in sales of men's wear was reported.

British Columbia, with a gain of 19 per cent, had the largest among the regional increases for October. Quebec and the Prairie Provinces followed closely with increases of 17 per cent in each case, while Ontario sales were up 14 per cent above October of last year. Sales were slightly higher in the Maritime Provinces where a gain of 6 per cent occurred for the month under review. Following are the average increases for the first ten months of this year over last by regions; Maritime Provinces, 13 per cent; Quebec, 22 per cent; Ontario, 20 per cent; Prairie Provinces, 19 per cent and British Columbia, 17 per cent.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1945 and October, 1946
(Based on dollar sales of 17 firms including mail order houses)

	October, 1945	October, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	40,589,672	46,534,360	+14.6
1. Women's dresses, coats and suits	5,564,757	5,821,294	+ 4.6
2. Girls' and infants' wear	2,273,143	2,392,047	+ 5.2
3. Hosiery and gloves	1,608,501	1,986,084	+23.5
4. Lingerie and corsets	1,399,683	1,614,218	+15.3
5. Millinery	604,443	620,313	+ 2.6
6. Women's and children's apparel - (Total, 1-5). .	11,450,527	12,433,956	+ 8.6
7. Men's and boys' clothing and furnishings	5,708,657	6,005,371	+ 5.2
8. Drugs and toilet articles and preparations . .	1,000,517	1,044,323	+ 4.4
9. Piece goods	3,020,399	3,316,841	+ 9.8
10. Smallwares	1,426,871	1,708,427	+19.7
11. Food and kindred products	2,712,644	3,007,896	+10.9
12. Furniture (including mattresses and springs) .	2,346,074	2,845,805	+21.3
13. Home furnishings	2,571,747	3,287,933	+27.8
14. Household appliances and electrical supplies .	845,862	1,321,805	+56.3
15. Hardware and kitchen utensils	1,284,333	1,621,973	+26.3
16. Radios, musical instruments and supplies	254,031	790,474	+211.2
17. Shoes and other footwear	3,111,214	3,386,785	+ 8.9
18. Stationery, books and magazines	664,447	740,405	+11.4
19. All other departments, total	4,192,349	5,022,366	+19.8

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1946

Sales in department stores throughout Canada increased 18 per cent in November this year compared with last and recorded a gain of 20 per cent over the immediately preceding month of October. Sales in November this year, in fact, surpassed by 9 per cent the volume of business done in December, 1945, the previous all-time peak month. These results cover not only store sales, but also the mail order business transacted by departmental firms. Unadjusted indexes (on the base, 1935-1939=100) stood at 304.3 for November, 1946, 258.3 for November, 1945, 254.7 for October, 1946 and 279.5 for December, 1945.

The adjusted index of sales rose sharply to 261.0 in November from 218.3 in October and compares with an average index of 219.9 in the adjusted series for the first eleven months of 1946. The seasonal adjustment factors used are based on the seasonal pattern of sales which prevailed in pre-war years. This November peak is an accented repetition of a condition which has existed since early in the war when merchandise shortages influenced Christmas shoppers to do a greater part of their gift purchasing in November than had formerly been the custom. Although a broader selection of gift merchandise appeared this year, shoppers were apparently unwilling to risk the chance of disappointment in view of the prevailing high level of consumer demand and purchasing power.

The table which formerly appeared in this summary, quoting indexes for Canada, has been replaced this month by one showing the regional results for November and for the January-to-November period. The sales increases for the various regions in November corresponded fairly closely with the average trend for the year in all cases but the Prairie Provinces, where the November gain was somewhat smaller.

Department Store Sales Increases By Regions

	<u>Maritime Provinces</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairie Provinces</u>	<u>British Columbia</u>
November, 1946/45	10%	24%	22%	11%	20%
Jan.-Nov., 1946/45	12%	22%	21%	18%	18%

A comparison of sales grouped by commodity classification shows that most substantial gains were recorded in durable goods departments. Women's and children's apparel also accounted for a sizable portion of the dollar increase. Departments handling most other types of merchandise showed quite pronounced increases in sales, with the exception of drug and stationery departments which were able to extend their sales volume by only narrow margins over November, 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1945 and November, 1946

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	November, 1945	November, 1946	% Change 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	47,240,382	55,435,330	+17.3
1. Women's dresses, coats and suits	5,778,484	6,679,973	+15.6
2. Girls' and infants' wear	2,036,543	2,378,599	+16.8
3. Hosiery and gloves	1,863,363	2,423,251	+30.0
4. Lingerie and corsets	1,653,721	1,907,869	+15.4
5. Millinery	531,789	567,723	+ 6.8
6. Women's and children's apparel - (Total, 1-5)	11,863,900	13,957,415	+17.6
7. Men's and boys' clothing and furnishings	5,852,494	6,628,692	+13.3
8. Drugs and toilet articles and preparations ...	1,507,456	1,563,398	+ 3.7
9. Piece goods	3,165,404	3,428,553	+ 8.3
10. Smallwares	1,951,961	2,172,682	+11.3
11. Food and kindred products	3,014,305	3,290,109	+ 9.1
12. Furniture (including mattresses and springs) .	2,313,846	2,802,358	+21.1
13. Home furnishings	2,851,507	3,615,058	+26.8
14. Household appliances and electrical supplies .	932,399	1,437,778	+54.2
15. Hardware and kitchen utensils	1,409,491	1,772,577	+25.8
16. Radios, musical instruments and supplies	408,159	948,674	+132.4
17. Shoes and other footwear	3,586,085	3,859,878	+ 7.6
18. Stationery, books and magazines	1,325,591	1,360,421	+ 2.6
19. All other departments, total	7,057,784	8,597,737	+21.8

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1946

Department store sales in Canada were 16 per cent higher in December, 1946 than in December, 1945 and recorded a gain of 7 per cent over the preceding month of November, 1946. The margin of 19 per cent by which sales for the year 1946 exceeded those for 1945 represents an outstanding increase in business and, in terms of dollar amount, approximates \$100,000,000.

Unadjusted indexes (on the base 1935-1939 = 100) stood at 325.1 for December, 1946, 279.5 for December, 1945 and 304.4 for November, 1946. These results are based on the total sales of departmental firms, and include their mail order business.

In the following table appear the percentage increases in sales for December and the average gains for the year in each region of the country:

Department Store Sales Increases By Regions

	<u>Maritime Provinces</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairie Provinces</u>	<u>British Columbia</u>
December, 1946/45	14%	18%	18%	14%	16%
Jan.-Dec., 1946/45	13%	21%	20%	17%	18%

In the departmental analysis of sales which appears on the reverse side of this report, increases in December of 1946 over 1945 for selected departments of department stores are given. The pattern of these increases continued almost similar in December to those revealed in the corresponding table for November. One exception is worthy of comment, however, for it is observed that footwear sales were up 19 per cent in December, a margin of increase which had not been approached by sales of shoe departments in earlier months of the year.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

December, 1945 and December, 1946

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	December 1945	December 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	<u>47,961,053</u>	<u>56,065,386</u>	<u>+16.9</u>
1. Women's dresses, coats and suits	4,664,932	5,232,435	+12.2
2. Girls' and infants' wear	1,649,065	1,958,665	+18.8
3. Hosiery and gloves	2,111,586	2,718,102	+28.7
4. Lingerie and corsets	1,773,703	2,021,829	+14.0
5. Millinery	365,971	415,016	+13.4
6. Women's and children's apparel - (Total, 1-5). .	<u>10,565,257</u>	<u>12,346,047</u>	<u>+16.9</u>
7. Men's and boys' clothing and furnishings	5,770,396	6,545,889	+13.4
8. Drugs and toilet articles and preparations ...	2,454,337	2,479,999	+ 1.0
9. Piece goods	2,762,197	2,957,484	+ 7.1
10. Smallwares	2,324,976	2,578,083	+10.9
11. Food and kindred products	3,454,139	3,619,839	+ 4.8
12. Furniture (including mattresses and springs) .	1,854,080	2,239,685	+20.8
13. Home furnishings	2,687,012	3,326,398	+23.8
14. Household appliances and electrical supplies .	897,858	1,453,370	+61.9
15. Hardware and kitchen utensils	1,505,472	1,877,067	+24.7
16. Radios, musical instruments and supplies	563,385	1,292,926	+129.5
17. Shoes and other footwear	3,096,551	3,690,195	+19.2
18. Stationery, books and magazines	1,962,940	2,089,574	+ 6.5
19. All other departments, total	8,062,453	9,568,830	+18.7

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